

CHEMIST & DRUGGIST

The newsworthy for pharmacy

a Benn publication

July 10 1982

**High Court:
Unichem
challenge
validity of
DHSS discount
clawbacks**

**Computers and
the repeat
prescription**

**Drugs parallel
importer is
fined £6,360**

**BIRA members
welcome trial
exemptions**

**C&D interviews
Will Kneale —
NPA's master
of many roles**



Don't you think their skin deserves a little protection?

These are the people who come to you for help. When their skin needs protection from nappy rash, pressure sores, dermatitis, eczema... and other skin problems.

They're the ones to tell about Sudocrem — the antiseptic healing cream that soothes sore skin. Recommend it knowing that many doctors and health visitors do the same. Display it knowing it will lead to high demand — and even higher profits.

Make sure you keep Sudocrem in stock. And give your customers the protection they deserve.

SOOTHES SORE SKIN

Distributors for Great Britain

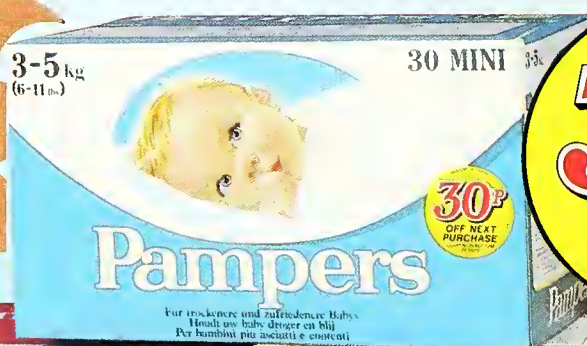
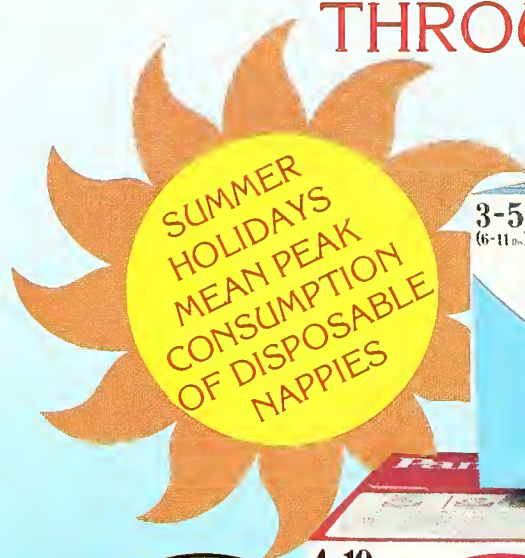
David Anthony Pharmaceuticals Limited

59 Crosby Road North, Liverpool L22 4QD.



PROFIT from Pampers in the SUMMERTIME!

SPECIAL COUPON PACK AVAILABLE
THROUGHOUT THE SUMMER



**Pampers IS THE WORLD'S
BEST SELLING DISPOSABLE NAPPY**

**AN OUTSTANDING
CONSUMER OFFER TO
GET MOTHERS USING
PAMPERS ALL THE TIME**

In addition Pampers has on-going

- * Continuous TV advertising at £4½ million per annum level
- * Sampling hospital births
- * Sampling expectant mothers
- * Sampling Health Visitors
- * Professional Services National Hospital Programme

CHEMIST & DRUGGIST

Incorporating Retail Chemist

July 10, 1982

Volume 218 No 5327
124th year of publication
ISSN 0009-3033

Editor:
Ronald Salmon MPS
Assistant Editor:
John Skelton BPharm, MPS
Contributing Editor:
Adrienne de Mont
BPharm, MPS
Beauty Editor:
Liz Platts BA
Technical Editor:
Judy Bargh BPharm, MPS
Editorial Assistant:
Patrick Grice BPharm, MPS

Price List Controller:
Colin Simpson

Advertisement Manager:
Peter Nicholls JP
Assistant Advertisement
Manager:
Doug Mytton
Director:
James Lear

Published Saturdays
by Benn Publications Ltd
Sovereign Way, Tonbridge,
Kent TN9 1RW
Telephone: 0732-364422
Telex 95132

Subscription:
Home £42 per annum
Overseas & Eire £52 per annum
including postage
85p per copy (postage extra)

Regional advertisement offices:
Midlands: 240-244 Stratford Road,
Shirley, Solihull, W. Midlands B90 3AE
021-744 4427

East Anglia: 71 Welsford Road,
Eaton Rise, Norwich NR4 6QD.
0603 54284.

Scottish: 74 Drymen Road, Bearsden,
Glasgow 041-942 2315

North East and North West: Techno
House, 388-394 Low Lane, Horsforth,
Leeds LS18 4DF 0532-583329

West Country & South Wales:
10 Badminton Road, Downend, Bristol
BS16 6BQ 0272 564827

Benn



Member of the Audit
Bureau of Circulations

CONTENTS

Unichem challenge discount clawback

Ultra vires, counsel claims in their
High Court action 56

NPA advertising campaign

Details of preliminary research 58

Drugs parallel importer fined

DHSS wins Medicines Act case 60

C&D interview: Will Kneale

NPA's master of many roles 78

Computers and repeat scripts

Opportunities for pharmacist
involvement 83

BIRA seminar

Welcome for clinical trial
exemptions 84

Comment 55

Topical reflections by Xrayser 59

People; deaths 59

News extra 60 and 86

Prescription specialities 60

Counterpoints 61

PSNI Council 76

Letters 85

Business news 87

Market news; coming events 88

Classified advertisements 89

Contents © Benn Publications Ltd 1982. All rights reserved.
No part of this publication may be reproduced, stored in a
retrieval system or transmitted in any form or by any means,
electronic, mechanical, photocopying, recording or otherwise
without the prior permission of Benn Publications

COMMENT

Computers

The role of the computer in the issue of prescriptions was discussed this week by the Primary Health Care Group of the British Computer Society (p83), and the topic generated considerable discussion outside the meeting room as well as within it. Clearly there were two schools of thought among the doctors — those who believe in the computer mechanising what they regard as the routine chore of issuing repeats, and those who believe in a clinical decision every time, even when the principle of repeats has been established at an earlier consultation. The two groups may similarly hold different views on the potential role of the pharmacist.

That the latter's traditional role in acting as long-stop against prescribing errors is under threat from the computer was amply demonstrated by the hardware and software packages being exhibited by medical enthusiasts. Indeed, the massive system housed in a cabin outside a rural area health centre visited by group members (an all-dispensing practice, incidentally) showed just how far computerisation research has come in general medical practice — and how easily it could cope with interactions, dosages, patient contraindications, etc.

This only confirms *C&D's* belief that the pharmacist's future lies in a close relationship with patients as customers, with whom frequency of contact is greater than that experienced with the doctor. The point was well taken by some of the doctors present that their patients *purchase* the majority of their medicines — which must give the pharmacist a substantial interest in the patient's primary care.

It is only by getting such messages across that pharmacists will be able to claim their place in the computerisation projects now under way. Money is tight, and the Department of Industry's recent intervention (*C&D* June 19, p1113) may have led some commercial interests to "wait and see". Certainly funds will be short for projects which seek to involve

the pharmacist. So, should not the Pharmaceutical Society or the NPA be considering financial support for medico-pharmaceutical projects such as that proposed by Roger King?

Discounts

The vast majority of pharmacist contractors will no doubt be totally bemused by the proceedings in the High Court last week between Unichem, Macarthy's and the Department of Health (p56 and last week p4). As presented, the arguments appeared to be less concerned with matters of principle than with fine points of wording in the NHS Acts, the regulations made under them, and in the Drug Tariff.

Unichem's double change of position has taken all observers by surprise and one wonders whether the recent acrimony between the friendly society and wholesalers working under more common trading systems would have developed had Unichem been differently advised from the beginning.

But the question that all will be watching relates to the breathtaking claim that the DHSS has no right to take account of discounts on ethicals purchases of *any* kind — be they profit shares (if indeed these do turn out to be discounts) or conventional discounts. If Mr Justice Foster upholds that contention the Department would owe pharmacists many £millions — and the how, when, to whom, and "if" of the repayment would start a whole new debate. Eventually, we could see further legislation if the Department considers it is unable to protect the taxpayer's interest under the law as it stands.

The one thing we *must* hope from the judgment, however, is that it will unequivocally set the record straight between Unichem and other wholesalers so that chemists can make their choice solely on the basis of price and service. July 16 could be quite a watershed!

Unichem challenge discount clawback

Last week's High Court case between Unichem, Macarthy's and the Department of Health took an unexpected turn as Unichem issued a further summons claiming that the Drug Tariff sliding discount scale is *ultra vires*. The judgment is expected on July 16.

Unichem's original summons that the DHSS had acted unlawfully in seeking to reclaim profit share distributions made to its members was still heard, but took rather a back seat beside the contention that a discount could not be included in the Drug Tariff.

The case was further complicated when Macarthy's issued two further summonses to try to ensure that Unichem chemists were not treated advantageously. They had originally asked for a declaration that the DHSS had acted lawfully in taking Unichem's profit share distributions into account in calculating prescription payments. If that failed they now wanted a declaration that the only payments made to chemists should be those calculated according to the Drug Tariff. Failing that they asked for a declaration that any additional payments should be made to all chemist contractors and not just Unichem members.

Macarthy's added the last two summonses during the case so the opening submission by their counsel, Mr Scott, (C&D last week, p4) did not cover them. But as it turned out Mr Scott was never required to put his case for all contractors being entitled to any repayments. Unichem's counsel, Mr Stamler, stated at the end of his submission that he did not intend to oppose Mr Scott's third declaration — he accepted that all contractors should be treated equally in receiving any repayments due.

Mr Stamler based his contention that including a discount in the Drug Tariff is *ultra vires* on the National Health Service (General Medical and Pharmaceutical Services) Regulations 1974, in particular on Regulation 28, which deals with standards of and payments for drugs and appliances, and schedule 4 paragraph 8, which covers chemists' remuneration. Part 2 of this paragraph laid down that chemists had to be paid according to the Drug Tariff subject to any deduction stated in regulations. The only specific provision for a deduction was in Regulation 33 which dealt with

overpayments made in error. Mr Stamler contended that the sliding-scale discount was actually a deduction rather than part of a formula for calculating the price of drugs. If it was a deduction then it was not required to be made by any regulation and was therefore unlawful.

Regulation 28 stated that the Secretary of State had to publish a Drug Tariff and include in this the prices on which payments for drugs and appliances were calculated, Mr Stamler continued. It also noted that the prices could be fixed or subject to periodical variations because of changes in the cost of drugs and appliances. But this was intended to give the Secretary of State a method of indexing prices, he said. It did not mean that the DHSS could fix all the prices in the Drug Tariff and then add a note saying these prices should be reduced by half, for example. If so draconian a power was conferred it would have been expressly given and not left to implication or inference.

Turning to p5 of the Drug Tariff Mr Stamler pointing out that under clause 2A it was stated that prescription payments to pharmacists would consist of (a) the total of the prices less (b) the discount plus (c) an on-cost allowance and other fees and allowances. There was no scheme here for varying the prices as allowed in Regulation 28. The prices would be exactly the same every month — it was the payment that varied.

The discount scale was permanently fixed and was not a periodical variation. It was only periodical because it was calculated every month, as was a salary,

Price Service

We regret that due to a mechanical failure during production of this week's Price Supplement it has not been possible to publish all the changes notified. Those omitted will be included in the "This week's changes" section of the July 17 Supplement.

but that did not make it a periodical fluctuation. The payments in clause 2A of the Drug Tariff were all included in Regulation 28, he concluded, apart from "less (b)". This was clearly a deduction, not a variation in prices, and was not covered by any regulation.

Mr Stamler then moved to the specific question of Unichem's profit share distributions. "Is it proper to consider the profit share as being the same as a trade discount?" he asked. In his contract with Macarthy's a customer had a vested right to receive the trade discount, he said, and had no legal obligation to pay the part of the price covered by the discount.

By contrast, a Unichem shareholder had no legal right to the interim distributions of profit share — he could not sue for them and had no right to them unless and until they were approved by the annual meeting. The profit share rebates were payments on account and were recoverable if they turned out to have been overcalculated. Mr Stamler was careful to point out that the likelihood of the rebates being repayable was negligible since Unichem never made a payment without consulting their computer and always had buffer reserves. However it was wholly unreal in commercial terms to say that the cost of the drugs to the pharmacist should take into account a sum to which he was not entitled and to which he might never be entitled.

Dividend not a sham

Mr David Wright, managing director of Macarthy's, had contended that profit share was the same as discount economically, Mr Stamler added. Mr Wright had said Unichem could not know in the first month of the financial year what its profits were going to be and therefore the dividend was a sham. But this was not so — Unichem's accounts had been accurately worked out for several years. Mr Wright had also stated that there was a similarity between the amounts of discounts or rebates distributed by Macarthy's and Unichem. According to Unichem's accountant this was only to be expected as both were competing in the same market and trying for the same margins of efficiency.

Counsel for the Department of Health, Mr Mummery, submitted that Macarthy's first declaration should be granted making their second and third irrelevant. Unichem's proceedings should be dismissed with costs.

A great deal of money was at stake in the case, he pointed out. The total costs of NHS prescriptions was approximately £1,110m last year and the Drug Tariff discounts would account for about £35m. Unichem's attack had been launched on two fronts and he would reply to both.

It had been argued that the Drug

Tariff discount was an unlawful deduction. But the discount scale was not a deduction from payment, it was simply a factor in arriving at the payment. Mr Stamler was trying to equate a deduction from payment with a deduction from prices but these were two different things.

Secondly Mr Stamler had argued that under Regulation 28 chemists were entitled to be paid the prices in the Drug Tariff and that these could only vary due to fluctuations in the costs of drugs. But nowhere in the the Terms of Service did it say that chemists should be paid the prices in the Drug Tariff. Regulation 28 stated that the Tariff should include prices that were the *basis* of the payment calculation.

When the regulation referred to fluctuations in the cost of drugs this had to mean the cost to the chemist, Mr Mummery insisted. If a Macarthy's customer received a discount or a Unichem customer received a profit share distribution this would affect the cost of his drugs. It was clearly within the duty and powers of the Secretary of State to take these discounts and profit shares into account when looking at fluctuations in costs. It was not the legal nature of the discount or rebate that mattered — both had the effect of reducing the amount a chemist paid for the goods.

Pay what the chemist pays

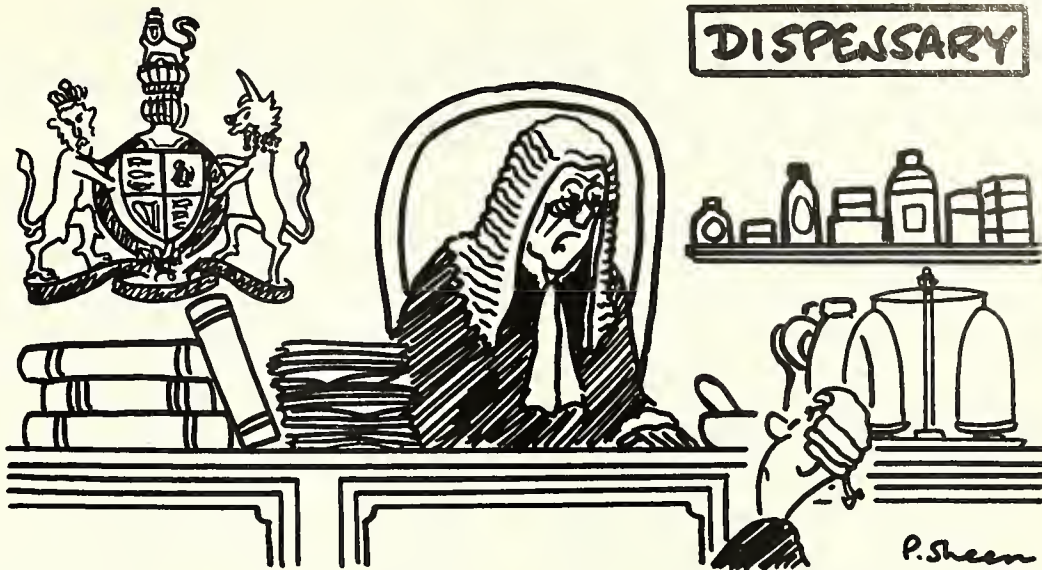
The case could be summed up in a single sentence, he concluded: "The State should not have to pay to the chemist more than he has paid for the goods".

Mr Scott, counsel for Macarthy's, said he agreed with everything Mr Mummery had said about profit share and wholesaler discount having the same effect. The phrase "profit share distribution" was obviously inaccurate — it should be termed "profit share credit" he said.

To suggest that Unichem customers might have to make repayments if the profit was found to be lower than the monthly credits justified was wrong, Mr Scott added. There was no actual payment of profit share made to members and the monthly statement showed gross amount, profit share deductible and the net amount to be paid. If the customer paid then he satisfied his debt for the goods and could not be called upon to make any repayment. Also as the member accepted in interim dividend this could not be recoverable if it was declared and paid.

Mr Scott said that the original action taken by Macarthy's was quite different from what it had now become because of Unichem's "amazing volte-face". If Unichem had acknowledged in the first place that any payback would go to all chemists and not just Unichem members there might have been no need for Macarthy's to enter litigation.

In his reply Mr Stamler said that throughout the action Unichem had done no more than rely on counsel's advice. They were initially advised that only Unichem members would benefit from any repayments but since then had been advised differently. Turning to Mr



"Mixed from these ingredients, all I can make is a very bitter pill for someone"

Mummery's submission he said that any deductions were deductions from payment in the last resort. There was no room in Regulation 28 for the Secretary of State having the power to impose deductions on his own merely by including them in the Drug Tariff.

The case has concluded but Mr Justice Foster reserved his judgment.

□ Mr David Wright, managing director of Macarthy's, issued the following statement after the hearing:—

"When we entered the case we did so to expedite a court hearing on this important question. In view of Unichem's assertions last November that the hearing would be 'in about 12 months' time' we can claim to have been successful in that respect. We are pleased also to note that Unichem have abandoned the discriminatory nature of their argument by conceding that if any monies are repayable then all chemists will benefit and not Unichem members only (this submission was included in Macarthy's

action). Chemists will realise that this concession represents a complete turnaround in Unichem's earlier posture as depicted in their announcements, but we welcome their last-minute conversion.

"Unichem previously argued also that 'it is permissible for the Secretary of State to take into account discounts enjoyed by retail pharmacists' and we are interested to note that they have completely changed their mind on that point too. Their new submission that the inclusion of any discount is *ultra vires* was made in the action Unichem v DHSS and did not concern Macarthy's separate action. We were not involved in arguing against that point and naturally would not be unhappy if they succeeded, but have our own views on the outcome.

"The substantive question concerning profit share credits and discounts was the basis of our action and we must await Mr Justice Foster's judgment on this before any further comment can be made." ■

Only 4pc for most hospital pharmacists

The management side of the Pharmaceutical Whitley Council has released details of what the Government's 6½ per cent pay offer to hospital pharmacists actually comprises.

The details are: 6 per cent increase on all points of the basic grade salary scale; 5 per cent on the maximum points of all other salary scales; 4 per cent on other points of all other salary scales and for pre-registration students; removal of the minimum point of the basic grade scale; introduction of an emergency duty agreement with payments of £5 per session in "on call" schemes and £400 per annum for residencies.

These increases range from £437 to £917 per annum the management side says. Removing the bottom point of the basic grade scale will increase the minimum pay by £530 per annum. The offer is weighted towards this grade in order to redress the "current shortfall in desirable recruitment." They also say that the offer includes reasonable emergency duty payments as a first step towards

establishing a full arrangement.

Ms Donna Haber, the ASTMS divisional officer responsible for the Guild of Hospital Pharmacists, had only just received the offer as *C&D* went to press. Releasing details of the offer at the same time as they were sent to the staff side was an extraordinary way to negotiate, she commented. The increases were far lower than had been asked for, especially the 4 per cent for most grades which was far below the increased cost of living.

Increases in salary offered to pharmacists are now lower than for other health service staff who have been offered 6 per cent and 7½ per cent (nurses and professions supplementary to medicine). The staff side of the Pharmaceutical Whitley Council has always maintained that the out-of-hours payment should not be funded from the pay bill.

The TUC Health Services Committee has already rejected the pay rises offered and instructed its members not to attend Whitley Council meetings so negotiations on the pharmacists' offer are unlikely.

NPA outlines research for advertising campaign

The National Pharmaceutical Association has made arrangements for extensive market research among consumers and pharmacists in connection with its proposed advertising campaign.

The research will be organised by IFF Research Ltd, one of the foremost independent research companies in the UK, says the NPA. The NPA has given examples from a report by the advertising agency appointed to handle the campaign, Beam, to illustrate how they are seeking to define the most appropriate target audience and ensure the advertising will be acceptable to pharmacists.

Basis of research

The following are extracts from Beam's commentary: The consumer research should be weighted to include mothers with young children. Information gained will be used to refine the creative approach. The widest possible spectrum of pharmacists' views should be canvassed on the proposed campaign. Rural, ethnic, out of town and High Street views nationwide will be included. The sample for "consumer omnibus research" will be effectively nationally representative and will allow us to refine the media proposals with a far greater degree of accuracy. This research will establish a benchmark of awareness and usage of pharmacy by the public. The change in awareness level can then be measured after the campaign has been running for perhaps six to nine months.

The Board also examined the list of questions on which the surveys of the public and of pharmacists will be based. These had been drawn up by the advertising subcommittee in consultation with the advertising agency and research consultants. A selection from the long list of questions to consumers demonstrates the nature of the research:

1. How frequently and for what purpose is the local pharmacy used?
2. Do you use the same pharmacy each time and if so why?
3. Extent of usage of non-pharmacy outlets for the purchase of medicines.
4. Have you ever sought any advice from retail pharmacist/chemist? If not, why?
5. What sort of advice? And why? Do you know if the advice was given by a pharmacist or an assistant?
6. Are the chemist's assistants (i) helpful? (ii) trained to give advice?
7. What do you know about your pharmacist's qualifications?
8. What are the difficulties/disadvantages in talking to your local pharmacist?

Some of the questions to pharmacists will be put as 20 "depth" and 100 telephone interviews:

1. An advertising campaign to promote the role of the retail pharmacist is being considered. What points would you like

this to make? — ie other people have suggested it should invite the general public to: seek advice on minor ailments, encourage people to use the pharmacy for the purchase of all medicines, show the pharmacist as caring for his customers' health problems, eg anti-smoking, and include first-aid.

2. What do you think the *main* message should be?
3. What are your views about such a campaign?
4. Are you prepared to be more accessible to your customers? Why not?
5. What do you feel your local GP's reaction will be to this campaign? How would you describe your relationship with your local GPs? How could they be persuaded to co-operate?

The pharmacists approached would be chosen entirely by random selection from the NPA computer file.

The Board has previously approved the holding of a series of regional meetings throughout the country for NPA members. At these, NPA members will be fully informed about the aims of the campaign and the form it will take.

□ *Advertising in Scotland.* Mr Ian McDougall from Scotland, reported that the Scottish Executive of the Pharmaceutical Society, together with the Scottish Home and Health Department, was running a campaign — seeking to persuade people to make more use of their pharmacy and pharmacist in choosing appropriate self-medication. The campaign would take the form of a round window sticker and a small show card to be displayed in the pharmacy together with items in the "information media." Further information is to be sought about the Scottish campaign in order to avoid any unnecessary duplication or conflict with the NPA's own advertising.

□ *EEC matters* and continental advertising. Mr Will Kneale, EEC liaison secretary, reported on the visit to Mallinson House of Dr Helmut Pfaffle from Germany. Dr Pfaffle represents Germany on the EEC Pharmacy Group Executive Committee and is a former president of the Group.

On hearing of the proposed NPA advertising campaign, Dr Pfaffle stated that in his country corporate advertising of pharmacy was considered an important asset. "In Germany" he said "we would not be without it. We have done it for years."

He was astonished at the wide range of services offered by the NPA at Mallinson House and asserted that these exceed considerably the services available from pharmaceutical organisations elsewhere in Europe. The cost of the consultancy services given by the pharmacy planning department would be many times greater in Germany. The list of items from the



Leslie Watson, the women's 50 mile world record holder, celebrates the start of a new sponsorship deal with Pharmaton capsules by setting out on a training run. The new agreement, which will include advertising featuring Leslie in selected sports magazines, was announced at the World Medical Games in Cannes (see also People, opposite) where she has won three gold medals. Also pictured is Mr Bernard Sparling, general manager of Pharmagen Ltd, the main UK distributors for Pharmaton products

business aids catalogue was the most comprehensive that he has seen.

Further advice on leap-frogging

The Board received and considered counsel's opinion. It was agreed that further legal advice would be helpful in considering what action they should take. It was decided to seek further advice from leading counsel experienced in restrictive trade practices law.

□ *Routine applications.* All were approved with the exception of two and these will be reconsidered in July.

□ *Business Services Committee.* It was noted that Barclaycard had decided to discontinue their special terms — 3½ per cent — for NPA members. It would still be possible for NPA members to enrol at this rate until the end of August and members already on the reduced rate would not be affected. There was no change in the Access arrangement which entitled all members to the special 3½ per cent rate.

Label typewriters from Olivetti were again on offer as was high quality Christmas gift wrap. Over 10,000 of the patients' medical record cards, Medicard, had already been ordered by members since last month's special mailing.

□ *General Purposes Committee.* It was decided that the quality and design of the "Pharmacist on duty" sign should be re-examined with a view to promoting more contact between the public and the pharmacist.

□ *Glue sniffing in Glasgow.* All holders of leases granted by the City of Glasgow were reported to have received a letter including the following: "The City of Glasgow District Council has decided that all leases granted by a department or

committee of the Council shall contain a clause prohibiting the sale of solvents, other than those containing an inhalation repellant, to persons under the age of 18." The letter went on to list substances to be covered by the ban.

The Board was concerned about the lack of consultation and the possibility of a spread in such piecemeal "legislation" affecting only some retailers. Doubt was also expressed about the legality of the action reportedly taken by the Glasgow City Council and it was agreed to make further inquiries. ■

PEOPLE

Six pharmacists were among the 4,200 runners in a "half marathon fun run" at Colchester at the end of June. The "pharmacy drug runners" included pharmacists Carl Martin, Dick Tuffin, Margaret Cutler, George Wallace, Ken Free and Suan Coaker. Also in the team were Simon Free and team mascot, Alice Martin — all eight team members completed the course.

Sponsorship for the team in the "fun run" brings the amount raised by the local Branch for the Colchester Hospice Appeal during the past 18 months to over £1,500. Additional support has been given privately by many pharmacists.

Michael Orchell, a pharmacist working in Saudi Arabia, won two gold medals in the third World Medical Games held in Cannes last month — and with Ronald Hopkins of Luton comprised the entire British pharmaceutical "contingent."

Mr Orchell won the shot and the discus in the under 35 section and also competed in the athletics pentathlon and the modern pentathlon. Mr Hopkins took part in the 100m, long jump, discus and modern pentathlon in the under 45 group.

Also taking part were doctors, dentists, nurses, physiotherapists, veterinary surgeons and other health care professionals in four categories — under 35, under 45, under 55, and over. The games are a biennial event.

Deaths

Elliot: On June 28, Mr Dougal Elliot, sales director of H. Bronnley & Co. Mr Elliot joined the company 23 years ago, originally as sales representative to the southern counties.

Greenwood: Mr Stanley Earl Greenwood, MPS, FLS, FRSA, on June 24. Mr Greenwood of "Wyoming", 412 Liverpool Road, Birkdale, Southport, registered in 1926.

Mullan: Mrs Marie Mullan, at home on July 2. Mrs Mullan was the wife of pharmacist, Mr Hugh Mullan of 56 High Street, Egham, Surrey.

TOPICAL REFLECTIONS

By Xrayser

Letters

A lovely batch of letters last week, raising some nice points too. To Tanya Turton, Press officer NPA, I say: "Carry on with your programme." I have to admit the thought of finding £50 for it made me cough a bit until I compared it to turnover: I then realised how little that grand sum represents in real terms. Divide it by about ten (or twenty, depending on your age) to get an idea of what it means in real old English money. Why, if you are only turning £50,000 a year it represents a mere 0.1 per cent advertising budget — which is not exactly spendthrift.

But I am sorry for the quoted pharmacist in general practice who feels that giving help and advice to the Great British Public is a burden — already, in his case, more than enough — because I think in this work lies our greatest value to the community. Perhaps I am kidding myself, indulging in wishful thinking, when I suggest that long-running campaigns which draw wide public attention to the availability of our pharmaceutical expertise could in the end ensure enough recognition of our value to secure our survival?

Discounting

Next to Laurie Evans. Yes, evidence of actual practice can be used to our discomfort from time to time, but have you noticed that Boots are moaning about reduced profitability from dispensing? Could it be that with all of us picking up discounts to some extent, now we have been forced to polarise our ordering, the Government snatchback applies equally to private and company contractors?

Prior to the discount war Boots and most of the larger groups were picking up substantial hidden additional profits from their dispensing because of their own internal wholesale buying. Ethicals are not bulky, so the costs of distribution were pretty well covered by the retail goods delivered at the same time. But with every one getting discounts the picture has changed, and it looks as though big and small now get the same deal.

It makes sense to co-operate with DHSS inquiries, for since we are now all in the same boat, when the true figures are known, there is a likelihood of a genuine unity of aim between the companies and private pharmacies — and even the DHSS itself — when the contractor muscle is recognised. My only serious doubts at the moment concern the mysterious upper limit cut-off point of snatchback, which by my calculations gives every bigger

contractor a clear 2-3 per cent free gift. A lot of money! The sooner the true figures are established and *applied* the better for us all, because it is unfair at present. Is this why some contractors are so reluctant to co-operate?

Then there was the letter from Mr Oates who damned the sale of Pharmacin on the grounds of dispersal characteristics of capsules containing aspirin. He got himself eaten, and rightly so, by the technical director of Optrex, Mr H. Rose, who pointed out that modern techniques of manufacture ensure rapid and reliable disintegration and dissolution, since the contents are essentially a lightly-compressed tablet containing a modern tablet disintegrant.

Because of the requirements for a product licence it never occurred to me to question the quality of the product, which from Optrex I knew would be first class. Of course it's safe, or as safe as any other aspirin. It is the use of our name to give an inbuilt marketing advantage which is an anathema to me.

Clothier by Xmas?

It looks as though it might become a reality instead of a dream (or nightmare to one or two of its opponents). I am glad the doctors have agreed to finance their part of the bargain at last and I look forward to seeing the sparks fly as our hungry young country doctors get set to make the killing of a lifetime. Sorry, a bad choice of words there — shall we say, make hay now that the sun is to shine on their endeavours when the standstill comes to and end?

Dust mite

It is coincidental that within days of having a couple of my customers diagnosed as having severe allergies to house dust mites, we should read in *C&D* of a real breakthrough for these people. I was fascinated to see the report of a new treatment by Brocades which aims at reducing their distress by virtually eliminating the dust mite, which organism, it seems, lives on the by-products of a fungus of the *Aspergillus* species, which, in turn lives on the dead human skin which is sloughed during the night into the bed clothing. All you have to do is deposit a fine powder of Tymasil on the mattresses and pillows every two weeks, which kills the fungus, so the breakdown by-products are not produced, and the dust mites starve to death, as the symbiotic cycle is broken. Sort of dust unto death treatment?

Fined parallel importer says drug companies overcharge

The director of a Harrogate drugs company claimed last week that the NHS was being grossly overcharged for drugs by some of the multi-national companies who were asking them ten times the price compared with the overseas market.

The allegation was made by Mr Malcolm John Town (35), of Maltown Ltd, Park Parade, Harrogate, after he and his firm were fined a total of £6,360 by Norwich magistrates, with £500 costs, for offences of selling and supplying medicine or products without having a product licence and for importing drugs without a product licence. Mr Town pleaded guilty to four offences including one of importing without a licence and his firm pleaded guilty to seven cases, six of selling and one of importing without a licence. Two other offences were taken into consideration.

The offences involved three products — Septrin, Daonil and Zyloric. Mr Town had supplied chemists in Norwich, Burslem, Stoke-on-Trent, and in Harrogate. He had imported the drugs via Leeds/Bradford airport.

Raid on premises

Mr David Jeremiah, prosecuting for the DHSS, said the prosecutions were brought under the Medicines Act (1948) and involved thousands of pounds worth of products. The offences came to light after the Harrogate premises were raided. He said the drugs were bought sometimes in this country, exported to such places as Singapore, Hong Kong and Cyprus and then re-imported. "Medicines are not robust and their quality could be degraded through storage or in transportation".

Mr David Burton, for Mr Town, said Maltown were what are known as parallel traders — they imported at cheaper prices from abroad and then sold in this country at prices under-cutting their competitors. He compared the trading of drugs to that of cars and said that recent publicity in the national Press concerning the cheapness of cars abroad had led to some car manufacturers cutting prices in the UK. He claimed that manufacturers sold to the NHS drugs at much higher prices than they sold to manufacturers abroad. He gave some examples but Mr Jeremiah replied that the magistrates should not consider only a few examples and if they were going to do so, prices of all the drugs purchased by the NHS should be considered.

Mr Burton said Mr Town had not acquired a product licence as this required

detailed knowledge of each drug being supplied and to get such a licence would cost around £20,000. He said: "It is clear this prosecution was instigated by one or more of the multi-national drug manufacturers in defence of their own private commercial interest and not in the public interest. What the prosecution is doing is opposing the public interest and protecting the private interests of the large multi-national companies whose profits are well known."

The defence produced a cost comparison of British trade prices in April and the Maltown price in May. This showed that 500 tablets of Septrin with a trade price of £52.58 could be imported by Maltown at £20.53; 100 5mg tablets of Daonil with a trade price of £9.64 had a Maltown price of £4.37; and 100mg tablets of Zyloric with a trade price of £14.34 could be imported by Maltown at £6.34. The Maltown price included carriage, insurance and freight.

Mr Burton estimated that with legislation the activities of Maltown and other companies in the same business could save the taxpayer at least 10 per cent of the drugs bill.

After the hearing Mr Town said he was fighting to get the law changed so that such firms as his could operate which in the long run would benefit the public in the way of cheaper drugs. "I believe in free trade," he said.

Mr Town said he only had six employees and while his firm made a £7,000 profit last year, he now anticipated losses of £26,000 over the past months.

Record number of CD seizures

Seizures of Controlled Drugs in the UK last year reached a record 19,400 with an increase of 1,800 on 1980 and a 35 per cent increase in registered addicts.

The largest increase of 1,700 was in Class "B" drugs such as amphetamine and cannabis but seizure of Class "A" drugs — heroin, cocaine, methadone etc — by police and custom and excise officials was also up by 300.

Figures for quantities seized were heroin 93kg, cocaine 21kg (down by half), opium 17kg (down by half), morphine 6kg, methadone 1kg, LSD 0.02kg, Diconal 0.01kg, and pethidine 0.3kg.

There were 3,850 registered addicts at the end of 1981.

Single dose form Bricanyl solution

Astra have introduced single-dose ampoules of Bricanyl respirator solution. These obviate the need for patients and nursing staff to accurately measure solution and diluent before use and thus simplify therapy, the company says.

Each sealed glass ampoule contains 5mg terbutaline sulphate in 2ml and is ready to use in nebulisers capable of utilising small volumes. They are packaged in boxes of 50 (£8.50 trade) and should be stored in a cool place away from light. *Astra Pharmaceuticals Ltd, King George's Avenue, Watford, Herts WD1 7QR.*

Acuseal range

Squibb are introducing a new system of urine collection products into their Surgicare division.

The range is called Acuseal and includes external catheters, latex and silicone foley catheters, leg bags, leg bag extension tube, catheter cap, catheter adaptor, drainage bag, thigh worn and calf worn support garments. All except the support garments are prescribable on FP10. *Squibb Surgicare Ltd, Reeds Lane, Moreton, Wirral, Merseyside L46 1QW.*

Rehibin dosage

Experience has shown that the intermittent dosage regimen for Rehibin tablets (two tablets twice daily for 10 days followed by 20 days without treatment) generally seems to give better results. Thames Laboratories are therefore recommending that this regimen should normally be tried before the continuous lower-dose one. *Thames Laboratories Ltd, Thames Building, 206 Upper Richmond Road West, London SW14 8AH.*

Novoguard

Searle have announced that the recommended life of their Novogard IUD has been extended from three to four years. *Searle Pharmaceuticals, Whalton Road, Morpeth, Northumberland.*

Supply resumed

Kabivitrums gamma globin injection is no longer in short supply and ample stocks of both sizes are available. *Kabivitrums Ltd, Riverside Way, Uxbridge, Middlesex UB8 2YF.*

Kodak disc — prices and promotions

The new Kodak disc cameras and disc film launched in America earlier this year (*C&D*, February 13, p259 and 291) will be available in the UK from September. Together, these cameras and film provide virtually decision-free picture-taking and enable people to take photographs over a much wider range of conditions than before, say Kodak.

The launch will be backed by a national television advertising campaign starting September 16 and featuring a 70-second commercial. This is backed up by national Press advertising, double colour pages in the photographic Press and POS display material.

Twice as fast

The 15-exposure Kodacolor HR disc film (£1.72) is twice as fast and has less grain than Kodacolor II film. The standard print size is 3½in × 4½in from the negatives with a double pack available at around £3.26 — a five per cent saving.

Kodak disc cameras have f/2.8 4-element glass lenses with good "poor light" performance, improved depth of field and sharp focussing from 4ft to infinity, fast shutter speeds to reduce the camera shake and an electronic motor to automatically advance the film.

The 4000, 6000 and 8000 models measure the light, automatically set the exposure and switch the built-in flash on and off automatically if needed. A long-life energy source powers both camera and electronic flash. The 2000 is powered by a 9-volt alkaline battery and has a semi-automatic exposure.

Special features

The 4000 camera (previewed by *C&D*, April 3, p620), will retail at around £37. The 6000 features a close-up lens and a built-in cover/handle. The top-of-the-range 8000 model, has all the features of the 6000, plus a self-timer, a rapid sequence film advance and a digital alarm clock (around £77). All three models come with a snake-chain wriststrap, a 30-exposure pack of disc film, instruction booklet and a 5-year warranty.

The 2000 camera outfit complete with nylon wriststrap, battery, 30-exposure film pack, instruction booklet and a 3-year warranty will sell at around £30.00. *Kodak Ltd, Kodak House, Station Road, Hemel Hempstead, HP1 1JU.*



From left to right the Kodak disc 6000 (£48), 8000 (£77), 2000 (£30) and 4000 (£37) cameras, Kodacolor HR disc film pack and film cartridge. Prices are approximate.

Delrosa golden apple flavour . . .

Sterling Health have added Delrosa golden apple flavour to their range.

It comes in 6 and 12 oz sizes and is expected to be especially popular with older babies who prefer slightly sharper tastes.

Launched in special money-off packs, it will be prominently featured in all Delrosa press advertising.

. . . and sales drive

The company is also giving away large bottles of Delrosa through tokens on all Delrosa varieties — two on the 12 and one on the 6 oz bottles. Eight tokens are sent off by the customer for a free full price voucher. The trade are redeemed at the full MRP plus a handling allowance. *Sterling Health, Sterling Winthrop House, Surbiton, Surrey KT6 4PH.*

Numark and the July promotions

The next Numark national promotion will run in-store from July 12 to 24 and will be advertised in the *Daily Mirror*, *Sun*, *Sunday Post*, *Woman's Weekly*, *Bradford Telegraph & Argus*, *Carrick Gazette* and on Ulster television.

Summer Superbuys on promotion

include Savlon disinfectant, Harmony hairspray, Radox salts, Elastoplast dressings, Pennywise, Carefree, Limara bodysprays, Body Mist, Steradent tablets and Deep Clean tablets, Kleenex Boutique tissues, cotton wool and cleansing pads, Imperial Leather, Paddi Cosifits, Natural Balance shampoo and conditioner, Colgate Dental Cream and Ribena.

Intermediate lines include Andrex, Elnett, Eucryl, Tampets, Handy Andies, Robinsons dry baby foods, Sweetex, Palmolive rapid shave, cream tubes and shave sticks. Optional extras are Aspro Clear, Woodward's gripe water, Lanacane, Valderma cream and soap, KY Jelly, Germoloids suppositories, ointment and toilet tissues, Setlers, Savlon cream, Solarcaine sunburn care, and the Health Counter range. *Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wilts BA12 9HB.*

Glade 'neutraliser' for tobacco odour

Johnson Wax are launching tobacco odour neutraliser, an anti-tobacco product, onto the UK market. It joins the Glade aerosol range of air fresheners and is specially formulated to clean the air of stale tobacco smoke more quickly and effectively than solid air fresheners.

Retailing at around £0.50 the tobacco odour neutraliser will cost about half the price of a packet of cigarettes says the company. *Johnson Wax Ltd, Personal Care Division, Frimley Green, Camberley, Surrey.*

Elida Gibbs — acting on Impulse

Flamenco is the latest addition to the Impulse range of bodysprays bringing the total number of variants now available to seven. The range will be supported by a £1.5m spend on television and women's Press advertising and a competition in the October issue of *She* will have as first prize a holiday in Rio.

Gibbs estimate the bodyspray market is worth £9m per annum and say that for the second year running Impulse will be the most heavily advertised deodorant brand. Impulse is credited with a 75 per cent share of the bodyspray sector of the market. *Elida Gibbs, PO Box 1DY, Portman Square, London W1A 1DY*

Vantage own label counter medicines

Three new products are about to be introduced by Vestric to the Vantage own-label range and another product, without the special label, is being made available as another potential best-seller. The three "own labels" are multivitamins, multi vitamins with added iron and a calorie free sweetener.

The introduction of these new

Pre-holiday activity by Clairol

Clairol Appliances have two promotions on their travel products designed to promote sales during the pre-holiday period.

The 2 Minute Hairsetter has an on-pack flash indicating a free Clairol travel

Macleans — £2m TV campaign

A £2 million television campaign for Macleans fluoride toothpaste breaks on Monday to run for 35 weeks.

Beecham Toiletries have created 40-second and 10-second commercials that concentrate on the benefits of caries-reduction. This new advertising theme was inspired by favourable results from a clinical trial, which is to be published shortly, the company says. The purpose of this independently-conducted trial was to measure the efficacy of fluoride toothpaste formulae among 1,000 school-



Addis are adding a mouthwash to their range of oral hygiene products. Wisdom antiseptic mouthwash has a minty flavour and comes in a shatterproof plastic bottle. Two sizes are available, 220ml and a 400ml (£0.79 and £1.20). The mouthwash will be supported by a national television advertising campaign in the Autumn. *Addis Ltd, Ware Road, Hertford*

products follows careful research after initial requests from members, says Vantage manager Alan Turner. The multi/ vitamin tablets, 30s in outers of 12, have a recommended dosage of one tablet per day for adults (£0.69 — with added iron, £0.70). The calorie-free sweeteners come in tubes of 500 (£0.45) and outers of 24.

The fourth product is a new package of foil-wrapped paracetamol tablets (500mg BP) sold in packs of 48 (£0.65) or 96 (£1.19) *Vestric Ltd, West Lane, Runcorn, Cheshire WA7 2PE*

plug inside. Four other travel appliances, with multi-or dual voltage, have a special point-of-sale showcard offering the customer a free pair of sunglasses in return for a redemption voucher, guarantee card and receipt of purchase. The appliances are: 1 For the Road, 2 Minute Hairsetter, Styling Brush, and Crazy Curl. *Bristol-Myers Co Ltd, Stanford House, Station Road, Langley, Bucks SL3 6EB.*

children over a four-year period.

Two points of primary competitive significance for Macleans have emerged. First, the toothpaste's combination of fluoride (MFP) and calcium glycerophosphate (GP) is confirmed as being significantly superior to a simple fluoride toothpaste formula in terms of reducing the risks of tooth decay. Secondly, the formula is now established as having no superior on the market for caries-reduction — the primary performance requirement among customers for any toothpaste today, say the company. *Beecham Toiletries, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD.*

Disneyland holiday from Colourcare

Colourcare Photoservice is running a summer promotion featuring Walt Disney's famous "Mary Poppins" film and backed with national newspaper advertising.

Consumers whose films are processed by Colourcare Photoservice between the beginning of July and mid-September will have the chance to "win a jolly holiday" for four in Disneyland. Competition details and an entry voucher are contained in a leaflet to be inserted in the wallets of all films processed during the promotional period. Consumers must include two vouchers with their entry.

The competition is based on a Mary Poppins theme. Entrants are asked to send in a photograph of a child under 12 which would persuade Mary Poppins to come and look after him. The winner will receive an all-expenses paid holiday in Disneyland for two adults and two children for seven days. Transistor radios will be awarded to 25 runners-up and tickets to the Mary Poppins film to the next 25 runners-up. *Colourcare Photoservice, Long Close, Downton, Salisbury, Wilts.*

ON TV NEXT WEEK

Ln	London	WW	Wales & West	We	Westward
M	Midlands	So	South	B	Border
Lc	Lancs	NE	North-east	G	Grampian
Y	Yorkshire	A	Anglia	E	Eireann
Sc	Scotland	U	Ulster	CI	Channel Is

Alberto Balsam conditioner:

All except U, We, B, G, E, CI

Anadin: All areas

Askit powders: Sc

Bic razor: Sc

Diocalm: All areas

Dixel toilet tissue: All except Sc, U, B, G, E

Elastoplast antiseptic cream and liquid: All areas

Fairy toilet soap: Y, Sc, M, A, U, We, B, G

Fuji film: All areas

Jaaps health salt: So

Johnsons baby products: All except E

Milk of Magnesia: U, E

Mucron tablets: WW, So, A

Odor-eaters: Ln

Oil of Ulay: All areas

Paddi Cosifits: All areas

Pampers: All areas

Pifco air cleaner: So

Revlon Flex: All areas

Steradent Fresh: All areas

Tudorcolor film: Ln, M, Lc, Y, WW, So, NE, A

VO5 shampoo: All except U, We, B, G, E, CI



CHEMISTS MAY HAVE A HARD TIME CHOOSING. WOMEN DON'T.

If you've ever had the slightest doubt about which sanpro brands to stock, reassure yourself by looking at the facts.

With 27% of the sanpro market, Tampax brands far outsell any other.

This isn't simply because we support them with more advertising but because more women trust our products.

Our tampons give a woman a choice of absorbency according to the needs of her period.

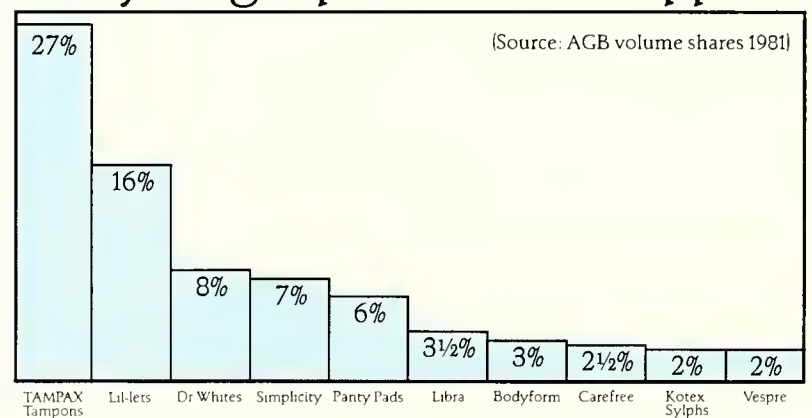
And now with Tampets we give her the choice of digital as well as our applicator tampons.

Furthermore, just as we do our best for her, we also try to do the same for you.

Our Tampax tampon range

of packaging has been redesigned to stand out on the shelf even more.

And we're spending £1.3 million on advertising, on top of all our heavyweight promotional support.



TAMPAX TAMPONS CLEARLY NUMBER 1.

Our range of tampons has already proved itself to millions of women.

Asking them to accept anything less is not only inconsiderate, it's downright bad business.

TAMPAX*

*TAMPAX AND TAMPETS ARE REGISTERED TRADE MARKS OF TAMPAX LIMITED, HAVANT, HAMPSHIRE.

Up, up a



nd away.

New look Libra will simply fly off your shelves. We've redesigned the pack into softer, more feminine colours. We're running a new advertising campaign - double-page spreads in women's magazines. And there are special price-marked packs for July and August.

So stock Libra now,
and let's get off to a
flying start.



Soft, safe and secure.

*Source: AGB/TCPL

Night of Ulay launched into growing market

Richardson-Vicks are launching a new beauty cream, Night of Ulay, for night-time skin care. It is said to "combine the richness of a traditional night cream with the lightness of Oil of Ulay."

Research shows, says the company, that the number of women using a skin care product at night is increasing and they believe there is potential for further growth.

They see the specialist night-time skin care market as being highly fragmented with very little advertising support and feel there is "an opportunity to launch Night of Ulay and to dominate this sector of the market as Oil of Ulay does in the overall skin care sector."

Night of Ulay (50ml £2.30) is said to differ from the current Ulay night care in appearance and feel. It has a light delicate texture and is more like Oil of Ulay in that it is easily absorbed and is light and non-greasy. In consumer research Richardson-Vicks claim the new formula was rated very highly.



To support the launch a £100,000 advertising campaign will run in the leading women's magazines from September to December. There will also be below-the-line support in the form of a sampling campaign. Over 60,000 15ml samples will be "selectively" mailed out. Display material in the form of shelf strips, display units with headercards and consumer leaflets will be available. *Richardson-Vicks Ltd, Rusham Park, Egham, Surrey TW20 9NW.*

Optrex charity appeal to run through pharmacies

Optrex are to launch a £20,000 appeal on behalf of the Royal National Institute for the Blind. The appeal will run through retail pharmacies and the company is hoping to raise sufficient funds to purchase eight Optacon Reading Machines for use by blind children.

For every pack top submitted by customers from any item purchased from the Optrex branded eye care range the company will offer £0.25. Pack tops will be gathered in special collection boxes positioned in retail pharmacies.

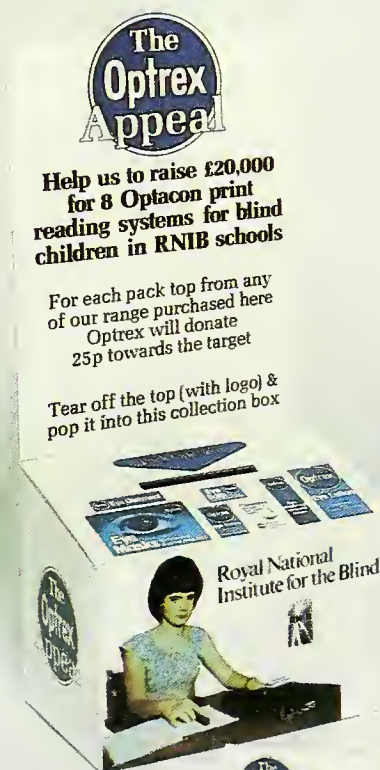
At the end of the scheme, (closing date September 30) pharmacists will be asked to forward them to a central address in the envelope provided, and as an added incentive, if the name and address is included, Optrex will donate a further £0.05 per top.

The appeal will be promoted with point of sale material carrying a photograph of a blind pupil at the RNIB's Chorleywood College using an Optacon machine to help her with her studies.

Included in the appeal package are a collection box, poster, strutted show card and shelf sticker, which all carry the Optrex appeal logo.

Optrex believe that the £20,000 appeal is the first charity-linked project of its type which has ever been made available exclusively to retail pharmacists.

Talking about the appeal, Amanda Jenkins, brand manager, says: "We are sure that pharmacists will readily appreciate its value in terms of helping the work of the RNIB, and that customers will be attracted to this scheme as,



The Optrex Appeal
Help us to raise £20,000 to help blind children to read

Royal National Institute for the Blind



Full details inside

The Optrex Appeal
Raise £20,000 to help blind children to read

Continued on p70

Top seller in the fastest-growing sector of the baby market.



With sales quadrupling in the last 2 years, baby wipes have grown faster than any other sector of the baby market. And 7 out of 10 baby wipes sold in chemists* are Baby Wet Ones.

Leading on Merit

Baby Wet Ones sell best because they are the only baby wipes with a strong product story - they actually help prevent nappy rash.

Year-Round Demand
Baby Wet Ones sell all year round because babies need cleaning all year round. That's why they're advertised all year round - with £750,000 TV, press and sampling support.

Big Business

Baby wipes are big business in chemists right now, with Baby Wet Ones the pick of the pack. Ring your local wholesaler for immediate stocks.

Sterling Health

Baby Wet Ones is a registered trade mark.

*Excluding Boots. Independent research survey.



WATCH
HER
MOVE.

She's more sleek and beautiful

That's our Sunsilk girl, featured on the largest toiletry range in Britain.

Sunsilk is the most popular brand in the market-place. And being number one means never having to say you're second.

So we've completely repackaged and redesigned our entire range with a new smooth shape and our beautiful face.

She's impossible to hold on to

Backed by exciting new advertising and an unprecedented £2 million campaign, the Sunsilk girl will certainly be the most wanted woman in haircare. Millions will take her home!

She gives them a beautiful time


More than any other hair care product, Sunsilk is the definitive range that leaves hair more beautiful than ever before.

Consumers like it best, from the four specially formulated hairsprays and shampoos, to the easy-to-use setting lotion, to the extra rich, deep action conditioner.

So just sit back and watch her move.



The No. 1 best seller, now repackaged and redesigned.

ELIDA GIBBS  THE BRANDS THAT MEAN BUSINESS.

COUNTERPOINTS

Optrex charity appeal for RNIB

Continued from p66

compared with other charity-linked projects offered by manufacturers, £0.25 per product proof of purchase is a not inconsiderable sum to be offering to the benefiting organisation."

The Optacon machine, which has been developed in the United States, enables a blind person to "read" any printed text or other material such as diagrams from ordinary books, by means of a tiny hand held scanner skimmed across the page.

The printed word is then transferred electronically into characters which the operator "reads" by touch through a fingertip inserted into the machine. The Optacon is neat and compact, comparable in size with a small, portable tape recorder but costs around £2,500. By raising £20,000 through the appeal Optrex will be able to donate eight Optacon machines to the RNIB. Optrex Ltd, Jays Close, Basingstoke, Hants RG22 4LT.



A merchandising pack of display aids for Actifed and Sudafed products is now available from Wellcome. The pack, which contains dummy packs, showcards, display cubes and towers, shelf strips, product leaflets and a leaflet on professional display techniques can be obtained from company representatives or from Wellcome Consumer Division, The Wellcome Foundation Ltd, Crewe Hall, Crewe, Cheshire

Long-running Kooga campaign

An advertising campaign will run from now until November to support the 14 day starter packs of Red Kooga ginseng. It is estimated the campaign will reach 75 per cent of all women over the age of 25.

Advertisements will be placed in *TV Times*, *Woman*, *Woman's Realm*, *Cosmopolitan*, *Family Circle*, *She*, *Mother*, *Successful Slimming* and *Here's Health*. "Buy line" advertisements will also appear in *Readers Digest*, *Woman's Weekly*, and other magazines.

Other promotions tied in with the launch include a free booklet on ginseng and a flashed "20p off" coupon for further purchases. Special discounts are available on the merchandiser and there are three special deals for stockists.

Red Kooga is credited with a 60 per cent share of the £6m a year ginseng market. *English Grains Ltd*, Swains Park, Park Road, Overseal, Burton-on-Trent.

Caladryl^{*}

cream or lotion

Caladryl for sunburn

a most worthwhile recommendation

Caladryl is a product you can recommend with confidence for the pain and irritation of sunburn. Caladryl's unique formulation ensures soothing relief and is available as both lotion and cream. An effective treatment for your customers and a profitable professional product for the Pharmacy.

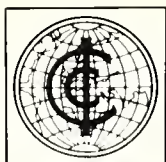
PARKE-DAVIS
part of the Warner-Lambert Group.
good products for you and your customers

Active Ingredients:
Calamine USP
Diphenhydramine Hydrochloride BP
Camphor BP

Product Licence Holder
Parke-Davis and Company
Usk Road, Portonpool, Gwent NP4 0YH
Further information and data sheets
are available on request

*Trade mark RB105B





International Chemical Company Limited

announce the following prices effective from 1st July 1982

PRODUCT	UNIT PACK	Units per standard outer	Retail price per unit incl. VAT £	Standard wholesale price £
MEDICINES				
ANADIN Analgesic Tablets	4	72	0.17	8.01
	8	48	0.31	9.74
	12	24	0.42	6.60
	12 (Tins)	24	0.45	7.07
	24	12	0.75	5.89
	24	24	0.75	11.79
	25	36	0.77	18.15
	*50	12	1.03	8.09
	*100	12	1.69	13.28
MAXIMUM STRENGTH ANADIN	*16	6	0.77	3.02
Analgesic Capsules	*36	6	1.39	5.46
SOLUBLE ANADIN	12	12	0.52	4.09
Analgesic Tablets	24	12	0.86	6.76
	*48	12	1.46	11.47
ANBESOL	*6ml	12	0.66	5.19
Antiseptic and Analgesic Liquid	*15ml	6	1.39	5.46
BISMAG Antacid Powder	30g	12	0.63	4.95
BISMAG Antacid Tablets	75	12	0.56	4.40
	165	12	0.96	7.54
BISODOL Antacid Powder	40g	12	0.63	4.95
	98g	12	1.06	8.33
BISODOL Antacid Tablets	12	20	0.26	3.40
	12	24	0.26	4.09
	30	24	0.56	8.80
	100	12	1.23	9.66
CODANIN Analgesic Tablets	*25	6	1.25	4.91
COMPOUND W Liquid Wart Remover	*5.5ml	12	0.68	5.34
DRISTAN Decongestant Nasal Spray	15ml	12	1.15	9.04
DRISTAN Decongestant Tablets	*12	12	0.67	5.26
	*24	12	1.15	9.04
DRY CLEAR Acne Lotion	*30ml	6	1.89	7.42
FIBROSINE Rheumatic Balm	26g	12	0.74	5.81
FREEZONE Liquid Corn Remover	*5.5ml	12	0.68	5.34
POWERIN Analgesic Tabules	25	12	0.85	6.68
PREPARATION H Ointment	28g	12	0.95	7.46
for Haemorrhoids	51g	6	1.44	5.66
HAEMORRHOIDAL SPRAY	*55g	6	1.59	6.25
PREPARATION H Suppositories	6	12	0.61	4.79
for Haemorrhoids	12	12	0.95	7.46
	24	6	1.69	6.64
	48	6	3.19	12.53
SEK Ointment for Athlete's Foot	16g	6	0.85	3.34
*These products are to be retailed through retail pharmacies only.				
TOILETRIES				
ANNE FRENCH Deep Cleansing Cream	50g	12	0.85	6.26
ANNE FRENCH Cleansing Milk	37ml	12	0.42	3.09
	84ml	12	0.75	5.52
	206ml	6	1.29	4.75
ANNE FRENCH Glow 5 Face Mask	Sachet	24	0.29	4.27
	75g	12	0.94	6.92
ANNE FRENCH Deep Moisturiser	50g	6	1.06	3.90
IMMAC Cream Depilatory	Sachet	24	0.29	4.27
	28g	12	0.69	5.08
	56g	12	1.19	8.77
	100g	6	1.59	5.86
IMMAC Lotion Depilatory	100g	6	1.59	5.86
	125ml	12	1.19	8.77
IMMAC Lemon Depilatory Spray	175g	6	1.99	7.33
IMMAC Regular Depilatory Spray	175g	6	1.99	7.33
KOLYNOS Denture Fixative	19g	12	0.65	4.79
	49g	12	1.09	8.03
KOLYNOS Superwhite Toothpaste	30ml	12	0.54	3.98
	50ml	12	0.76	5.60
TARGON Oil and Tar Remover	48ml	12	0.85	6.26

INTERNATIONAL CHEMICAL CO. LTD., 11 CHENIES STREET, LONDON WC1E 7ET. 01-636 8080.

3 More from

Exclusive to UniChem Merch
ever expanding range of UniChem



UniChem

ers: three additions to the m Better Baby Care Products.

UniChem now offer new products to their already extensive range:

- 1** UniChem Baby Bath Care replaces soap and shampoo in baby's daily bath, producing a soft, foamy bubble-bath. 240ml plastic bottle.
- 2** UniChem Baby Care Cream. Specially formulated to help prevent nappy rash. Leaves skin soft and supple. Ideal as a moisturising cream for adults, too. 200g white jar.
- 3** Feeding bottle steriliser. Double strength for economy and better germicidal effect. 750ml bottle.



**NEW PRODUCT OFFER
AVAILABLE TO
31st JULY
(while stocks last)**

	Pack size	Normal Trade/Pack (Ex. VAT)	Normal RSP (inc. VAT)	Offer* Trade (Ex. VAT)	Offer RSP (inc. VAT)
Bath Care 240ml	12	£4.06	54p	£3.35	40p
Baby Cream 200gm	12	£4.38	59p	£3.61	43p
Double Strength Feeding bottle Steriliser 750ml	12	£4.79	64p	£3.95	48p

* Offer prices include 10% monthly profit share.



Send this coupon now for membership details

**Send to: UNICHEM, Crown House,
Morden, Surrey SM4 5EF**

I am an independent retail pharmacist and would welcome more information about UniChem.

Name _____

Address _____

Tel. No. _____

Lower price for revamped Cressida

Cressida lady's razor has been given a new look, a new pack and a new price.

The original orange and white finish has been replaced by dove grey and pink. This theme is followed on the pack, which is dove grey with a pink and lilac stripe and forms part of the company's overall repackaging strategy.

Because the pack now contains a two-blade dispenser instead of the original five blades, the unit cost has been cut. It should now retail at around £0.79-£0.99. *Wilkinson Sword Ltd, Sword House, High Wycombe, Bucks HP13 6EJ.*

Defest repackaged

Ashe laboratories have repackaged Defest insecticidal aerosol, with a new graphic design to emphasise the wide application of the product against fleas and other flying and crawling insects. The original name has been modified from Defest Flea Free to Defest but the red and yellow colour scheme remains unchanged. Defest will appear from August to October within the seasonal pet care section of Ashe's composite buy-line advertising campaign. This will run in women's and general interest magazines. *Ashe Laboratories Ltd, Ashetree Works, Kingston Road, Leatherhead, Surrey.*

The POS unit for Ultra Hair Glo holds three dozen mixed aerosol sprays in six fluorescent colours — red, blue, green, white, yellow and cerise. Trade price for the parcel is £55.06 and the glitter sprays are available from *Jerome Russell Cosmetics Ltd, Tanners Lane, Barkingside, Ilford, Essex*



Concentrated herbal infusion range

A Dutch range of compound concentrated herbal drops is now being marketed in the UK.

The Elix-Galencia range comprises 15 products, each made up from tinctures of various herbs, extracted by cold infusion in a mixture of water and alcohol. Each product has a specific indication and the composition is said to be derived from special recipes in order to provide the optimum synergistic activity.

All the products come in 30ml dropper bottles. The adult dose is 20 drops 2-4 times per day in water or fruit juice before meals. *A. D. Lindsay & Co Ltd, 10 Barley Mow Passage, London W4 4PH.*

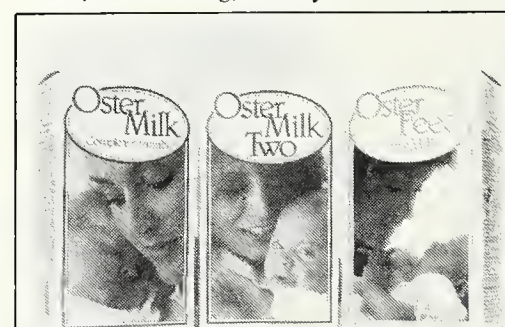
FSC spend upped

Health & Diet Food Co have increased their direct advertising spend on the FSC brand by £50,000 for the Autumn / Winter period.

The company says it has been extremely pleased with the tremendous

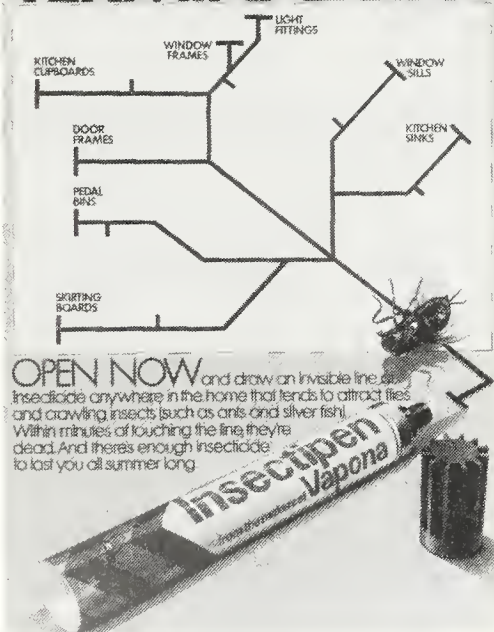
success achieved in the mass circulation women's magazines and this has prompted them to invest heavily in promoting the products in the second half of the year.

Besides specialist product advertising the company will be running a corporate advertising campaign in *Good Housekeeping* and *Woman & Home*. It will also continue its corporate campaign in *Here's Health* and individual product advertising in *Health Now*. *Health & Diet Food Co Ltd, Seymour House, 79 High Street, Godalming, Surrey GU7 1AW.*



Ostermilk has been repackaged and the new packs now illustrate the differences between the three milks. The logo is in a different colour for each milk. *Farley Health Products, Torr Lane, Plymouth, Devon PL3 5UA*

THE NEW TERMINAL LINE



A poster campaign for Insectipen will run on London Transport sites throughout July. *Temana Bees Ltd, Sealand, Chester CH1 6BA*

**A few words
from the 63%* of
chemists who
are stocking
Lady Jayne
to those
who are not.**

***Independent Research**

PSNI Council: Pharmacist's apology for 'misconduct'

The outcome of three cases which had been referred by Council to the Statutory Committee were heard at the meeting of the Council of the Pharmaceutical Society of Northern Ireland on June 17.

The first referred to a complaint by a patient who alleged that a member of the Society had been guilty of professional misconduct. The member concerned had

been invited by the chairman of the Committee to submit his comments on the letter of complaint. As a result the chairman had instructed the clerk to take the necessary steps for the holding of an inquiry. In the course of the correspondence which the solicitor appointed to present the case to the Committee had had with the complainant, the latter had indicated that she would be satisfied with a letter of apology from the member concerned. In due course such a letter was forthcoming and the chairman had directed that the matter should not proceed further.

The second case referred to an

advertisement inserted in the local press by a member of the Society. The member had been asked for his comments and had replied. The Committee took a very serious view of the matter and the chairman wrote to the member issuing a severe reprimand and warning that any repetition would not be dealt with in a lenient manner.

The last case referred to an inquiry held on December 9, 1981 and adjourned for six months. It involved a member who had been convicted of a number of charges of selling veterinary medicines included on the POM list other than on presentation of a prescription. The Committee had before it reports of two visits made to the member's pharmacy during the intervening six months. These reports verified that the member concerned had ceased to stock veterinary medicines included on the POM list and had meantime conducted his business in an exemplary manner. The chairman warned the member about his future conduct and it was agreed that no further action would be taken.

The application of William Holmes Campbell, Warren House, Warren Avenue, Lisburn, Co Antrim, for the restoration of his name to the Register of Pharmaceutical Chemists for Northern Ireland was granted. The application of Derek Russell Lee, 8 Talbot Park, Londonderry for registration as a pharmaceutical chemist in Northern Ireland under the reciprocal agreement entered into by the Great Britain and Northern Ireland Societies was granted.

New Students

The applications of the following for registration as students were granted:-
James Gerard Beggs, 4 Greenwood Avenue, Ballyclare, co Antrim.
Liam Patrick Bradley, 14 Sunnyside Drive, Rasharkin, Ballymena, co Antrim.
Samuel Gary Brush, 58 John Street, Newtownards, co Down.
Eunice Ruth Cargill, 13 Wellesley Avenue, Malone Road, Belfast BT9 6DG.
Lee Phim Cheong, 13 Wellesley Avenue, Malone Road, Belfast BT9 6DG.
Wendy Ann Gaw, 31 Ranfurly Avenue, Bangor, co Down BT20 3SJ.
Eamonn Laurence Gillan, 167 Drones Road, Ballymoney, co Antrim.
Allister Gordon Heslip, 22 Brae Road, Newry, co Down.
Gary Neville Harte, 62 Beverley Crescent, Beverley Heights, Bangor Road, Newtownards, co Down.
Michael Andrew Shields, 12 Newtownards Road, Comber, co Down.
Karen Evelyn Sinclair, 14 Newal Road, Ballymoney, co Antrim.
Stephen Graham Twibill, 19 Hanwood Heights, Dundonald, Belfast BT16 0XY.

A paper was received from the Education Committee regarding changes in the practical training of students. As the paper was very lengthy it was agreed to defer consideration of it to a future meeting.

MIGRALEVE DISPENSING SIMPLIFIED



Two new pack sizes now available:

Migravele Pink 24s
(24 Pink Tablets only)

Migravele Yellow 24s
(24 Yellow Tablets only)

Why?

More than 70% of MIGRALEVE prescriptions can be fulfilled with multiples of 24 tablets, so it is only right that, in addition to the Duo 24 (16 Pink + 8 yellow) the Pink and Yellow tablets separately should also be available in 24s packs.

When?

Stocks of the new packs are available NOW either direct from us or from your usual wholesaler.

Prices and Margins

Prices of the new packs - giving you 33 1/3% return - are as follows: Pink 24s: Trade £1.9710 each. Retail (incl. VAT) £3.40. Yellow 24s: Trade £1.7159 each. Retail (incl. VAT) £2.96.

Remember

MIGRALEVE is the only migraine treatment you can recommend and sell over the counter.

Migravele® 24

The Number One Migraine Treatment

ORDER NOW FROM YOUR USUAL WHOLESALER, OR DIRECT FROM
International Laboratories Ltd., Wilsom Road,
Alton, Hants. GU34 2TJ. Telephone Alton 881 74

Thank you very much!

If you're one of the 37% of chemists who are not stocking Lady Jayne hair care accessories then you're missing out. We're the brand leaders in this growing market and we can help you build your sales. We have a range of attractive self selection display units which come fully stocked and ready to sell.



LADY JAYNE
FOR SIMPLY BEAUTIFUL HAIR

Laughton & Sons Ltd, Warstock Road,
Birmingham B14 4RT.
Telephone: 021-474 5201.

Will Kneale: master of many trades

Will Kneale is approaching retirement (he's already technically over age) — but you'd never know it. He looks remarkably youthful, there's always a twinkle in his eye and he approaches every new challenge with dedication and tremendous enthusiasm. He is a man who has seen more than his fair share of life — not all of it in pharmacy — and who appears to have enjoyed every minute. He has many talents, and has put them all to good use, especially for pharmacy.

Seated in his Mallinson House office, Will Kneale would not at first talk about himself. "What a marvellous institution is pharmacy," he began, going on to enthuse about the direction the retail side of the profession is taking with the pharmacist involving himself more with the patient on a personal level.

That view of pharmacy was engendered in his early days. A Manxman, he served his apprenticeship on the Island and qualified from Manchester in 1937. There followed a few locums in the less salubrious parts of Liverpool. "I had never seen such poverty. People couldn't afford two pence for a bottle of medicine. Then I got a job with W. J. Tristram — a tough boss, but he taught me a lot about business management. For example, after I had dressed a window he told me to go out and look at other shops — and I wasn't allowed to do another window for a year. However, in the end I mastered the art and eventually I earned his trust".

War years

Mr Kneale first learned about the then National Pharmaceutical Union when he became a member of the Liverpool Chemists Association council at about the age of 24, "I was the only employee and had a lot of ideas: I was therefore amazed at the respect shown to me. I learned the politics of pharmacy there."

Then came the second world war. Mr Kneale was offered a job on a Dutch troop ship taken over by Cunard, who were looking for a crew. Thus he spent his war in the Merchant Navy — but found himself everywhere the fighting was.

Although he had always wanted his own pharmacy the war experience changed his mind: his view of the world had been expanded, he had learned to work closely with doctors, and he had

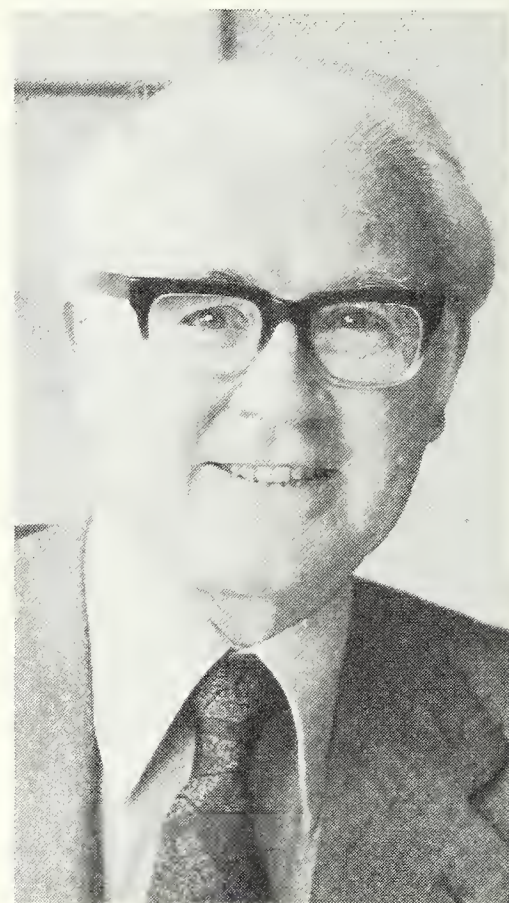
developed a talent for administration.

Once, finding himself in New York after hostilities, he popped into the headquarters of the New York Pharmaceutical Society. Its council was in session and he soon found himself called in to talk about the way things were going in England (speaking engagements seem to have had a big place in his life with NPA too). Another talent, writing, came to light when he wrote something about taking the first load of Canadian troops back to Halifax — the story finished up on the front page of the *Halifax Chronicle*. This resulted in him writing a paper on pharmaceutical research and to trying for a job on the *Pharmaceutical Journal* — but he didn't get it!

Rebuilding Europe

Instead, he moved into an entirely new field — but one which was later to influence the whole service he has given to the profession, not to mention his personal life. Will Kneale says he had been "shattered" by the destruction he had seen during hostilities and by the plight of the prisoners of war. Except for the invasions, he had never been on the Continent but felt he had to do something to help rebuild Europe — a measure of the idealism that shows through even today.

His chance came when he met a German group over to study the democratic process — and they were looking for help. Moving to Germany on a voluntary basis he spent several years organising exchanges and meetings for people around the world. He was involved in the training of German students, giving "a vision of the free world" which had not been available to them under Hitler. All this had nothing to do with pharmacy and Mr Kneale believed he had probably left the profession for ever. But inevitably his work came to an end as the Germans



began to do things for themselves and he found himself, by invitation, in the United States, where he met the heads of many big industrial firms. He also tried to get his qualification accepted in Canada, and had contact with many of the top people in the profession there — as well as many from Europe. At this point he felt he knew all about American and Canadian pharmacy.

A second chance

By then Will Kneale had married. He first met his wife while in Germany — Swiss by birth and having been a teacher before the war she had volunteered as a Red Cross worker to look after refugees in Switzerland during and after the war. There she acted as translator on groups accompanied by Mr Kneale. Their paths separated, but when they met again "I couldn't pass up the second chance", he says, and they married in Switzerland. Will Kneale now spoke fluent German himself!

By this time the years had rolled on to 1970 and Mr Kneale found himself having a half-hour interview with Joe Wright, the NPU secretary. For 25 minutes Joe talked about Mr Turnbull, then executive director of the Canadian Pharmaceutical Association, and other common acquaintances. Mr Kneale recalls his fear that he'd missed his opportunity, but he still got a job — a decision for which NPA members have had cause to be grateful.

Concluded on p80

After three years of phenomenal success, we've decided to make a song and dance about it.

Flamenco
Perfume deodorant

In just three years Impulse has added real profitability back into the deodorant market.

It's created a whole new body spray sector that is all about high margins and extra profit.

And turned the market round from real decline to real growth.

Impulse already makes more profit out of the shelf-space you give it than any other aerosol deodorant.

Now we're spending **£1.500.000** on TV and women's press and introducing a bright new fragrance – Flamenco.

Impulse will turn your shelf-space into profit worth making a song and dance about – guaranteed.

Impulse
BODY SPRAY



Elida Gibbs.
The brands that mean business.

'Lucky break' brings NPA a talented executive

The much-mourned Jim McClenahan had then recently been taken seriously ill and Will Kneale "fell" into his job as local organisations officer. "I couldn't believe my luck," he admits, but he soon got to grips with his new commitment, visiting the secretaries and chairmen of each branch in their own pharmacies. "I watched them at work in their dispensaries and talked with them. I learned about their problems. I watched customers being served and listened to conversations. In the eyes of the public, the chemist is far more than a person who dispenses their prescriptions. He is someone who knows them. He knows their parents and their children. He has time for them. When one of the family is ill he gives them the feeling he cares how they are and can help. He knows when to recommend them to see a doctor. He has their confidence and trust. He provides a standard of service which the community expects and values." This confidence in the pharmacist's contribution to society is matched by Will Kneale's frustration that governments continue to undervalue the profession.

JIC bargaining

Another job Mr Kneale took over more than ten years ago is the secretaryship of the employers' side of the Joint Industrial Council for Retail Pharmacy (JIC). He recalls: "The friendly style of negotiations of those days ended with Mr Heath's pay-freeze in 1972. That threw everything out of gear. For some years afterwards we were without an agreement. Since then inflation, which hardly existed in 1970, has made pay-bargaining increasingly tough. Vigorous presentations of highly complicated facts, statistics and arguments are now the order of the day.

"Although it has become a highly professional operation, the key to success is still the very human one of respecting the man on the other side of the table, realising he too has people to represent, and genuinely seeking to understand his difficulties.

"Not a day passes in Mallinson House without there being several queries about the interpretation of JIC agreements. I was recently asked for advice on how to dismiss a manager. When I asked what was in the contract of employment, I was told, 'We do not use them'. I inquired about their disciplinary procedure. 'We have none,' was the answer.

"All too common nowadays is a question like 'I have an assistant who has been here for five years. I know she is stealing at least £40 a week through under-riding the till, but we can never catch her

out and produce the necessary evidence to dismiss her. What can I do?'"

"Industrial tribunal hearings can lead to the payment of heavy compensation. Members are uncertain about how to dismiss staff, or how to handle problems of redundancy. Last year I received nearly 2,000 calls on employment problems alone. Most begin by saying, 'I wonder if you can help me . . .' I always feel that Mallinson House is like an upstairs office over the pharmacy. We are available to our members to help out with any problem they run up against."

Into Europe

But Will Kneale still had another major contribution to make to NPA and the profession. When the UK entered the Common Market there were already seven draft Directives which the NPA knew nothing about: there was the "White Book" on pharmaceutical policy formulated by the profession in other Member States: there was the European pharmacy group on which were represented all the "retail" organisations in Europe. The NPA knew about none of these — despite the fact that some NPU Executive members were also members of the Pharmaceutical Society's Council. "In effect, the Society had said 'We represent Britain' — and that was that".

But NPA quickly realised that practice in Britain could be very much affected by the proposed Directives. Britain had a State health service, health centres and Boots, for example, and its pharmacies depended heavily on OTC business, all making its requirements distinct from other Member States. As a result, the NPU Executive Committee decided to send a delegation to the Continent. "I was fascinated by the idea, my mind began to work on the project and I sketched out a plan for a visit. A telephone call to the president of the German Pharmaceutical Association from my office brought an immediate invitation to their headquarters in Frankfurt. He gave me introductions to the leaders in other countries.

"Soon after, with the chairman and secretary, I drove down to Dover on a Sunday morning and we crossed over to France. We were received at the EEC Commission in Brussels by the man responsible for pharmaceutical legislation. We met the general secretary of the EEC Pharmacy Group. In Belgium, Germany, Luxembourg and Holland we conferred with the heads of their pharmaceutical organisations. We visited individual pharmacies, looked at modern wholesaling and met government officials. Some weeks later the NPA received an invitation to join the executive committee

of the EEC Pharmacy Group.

"On our return I wrote a substantial report on what we had seen and was appointed EEC liaison secretary for the NPA. In that capacity I have since attended all meetings of the executive committee of the EEC Pharmacy Group in Brussels and elsewhere during the past ten years.

"I remember trying to arrange a visit to Italy over lunch between meetings in Brussels. To communicate with the president of the Italian Pharmaceutical Federation I had to translate what the NPA chairman said from English into German for the German president who sat next to me. He then spoke in French to the Italian vice-president on his other side who in turn translated it into Italian. We had to wait with baited breath for the reply to come back through the different languages. To my relief our visit to Italy later in the year was a huge success.

"Translation can be a tricky business. You have to interpret the meaning and the spirit of what is being said and not merely the words. I once heard that the phrase 'Out of sight, out of mind', spoken by an Englishman, came out in another language as 'invisible idiot'.

"Recently I represented the UK as a member of a working party of five. We had no interpreters and worked in German, French, Italian and English. By the end of our first all-day meeting we had produced the first draft document on 'The role of the pharmacist'. Completed, it was launched at an international Press conference in Brussels in October 1981."

About his own contribution, Will Kneale says: "I feel I have been able to interpret European pharmacy for this country — not in terms of directives but as a living picture. This has given me a great deal of personal satisfaction."

Faith in the young

There are many other things we could record about Will Kneale's work for the NPA — the meetings addressed, the working dinners, the open days for branch secretaries and for individual branches, the representations made to unco-operative suppliers on members' behalf, the bringing of students into contact with community pharmacy for the first time — and the ready offer of practical help in times of need as secretary of the NPA Distress Fund. But, despite the purpose of our interview, he inevitably concluded with words about the profession and its future: "There are some young pharmacists about now who are not only good professionally but are also good businessmen. They have the wavelength of their customers, they have good pharmacies and they are full of ideas." If only a small proportion makes the contribution Will Kneale has, the profession indeed has hope. ■

THINK BEFORE YOU COPY...

...You may be BREAKING THE LAW

You may be breaking the law by photocopying from periodicals. It could mean paying substantial damages and costs.

It pays to know when you can copy legally.

WHY COPYRIGHT?

Copyright exists to encourage publication of creative work. Without it, fewer writers would risk their livelihood by having their work published if liable to be copied without their consent.

It is safe to make copies *ONLY* if it is clear that no copyright exists. That's the law.

THE PPA CODE OF PRACTICE

The Periodical Publishers Association's Code of Fair Practice can help by adding fair play and common sense to the bare bones of the law.

- It tells in plain English how the law will affect *you* and what you cannot do.
- It lists the circumstances under which you can photocopy safely.
- It shows how the PPA can help you interpret these conditions.

So – before you copy, read the PPA's Code of Fair Practice.

You can get a copy through libraries, schools and colleges or from:

PPA

Periodical Publishers Association
Imperial House
15-19 Kingsway
LONDON WC2



THE LAST WORD IN ORAL HYGIENE

'Corsodyl' is recommended and prescribed by many dental and general practitioners for the effective control of dental plaque and the treatment of gingivitis or aphthous ulceration.

Its efficacy has been proved in surgeries, hospitals and in the home, and confirmed in independent trials. Ensure your share of the expanding oral hygiene market by counter prescribing the only oral hygiene products backed by ICI research.

Retail Price including VAT:

Mouthwash £1.50.

Dental Gel £1.20.

PHARMACY ONLY

So, what do you recommend?

CORSODYL

(Chlorhexidine Gluconate)

An integral part of oral hygiene.



ICI Dental Services



Further information available from:- Imperial Chemical Industries PLC
Pharmaceuticals Division Alderley House Alderley Park
Macclesfield Cheshire SK10 4TF
'Corsodyl' is a trade mark

5382



Finding the right support hosiery for your customers has never been easy. Until now. Lastonet have introduced new packaging, designed to help you find the correct hose for any condition, and to encourage your customers to select the correct lightweight hosiery for themselves.

And to make sure your customers support you, we're backing our hosiery with ads in the leading national, women's and mothercare press. There's also a clinics' poster, and an in-depth booklet on leg care problems.

We feel we're giving you our full support. Please pass it on to your customers.

Lastonet Products Ltd.,
House of Lastonet,
Carn Brea, Redruth, Cornwall.
Tel. (0209) 714141.

Lastonet

**Give your customers
real support and they'll support you.**

Sources and savings of the repeat script

What are the advantages of using computers to issue repeat prescriptions — and should the repeat be printed in the surgery or in the pharmacy? Those were among the questions discussed at the annual conference of the Primary Health Care Group of the British Computer Society at Oxford last weekend when two pharmacists joined medical colleagues to present papers and debate the issue.

Chairing the session, Mr Alan Smith, chief executive of the Pharmaceutical Services Negotiating Committee and a Council member of the Pharmaceutical Society, hoped that the computer repeat prescription would be better received by government than had been the proposed triple repeat proposed jointly by the pharmaceutical and medical professions.

Triple form advantages

Mr Smith pointed out that although the triple form must save money for the NHS the amount could not be quantified by DHSS officials — who could see only the extra cost of the carbon paper! The system would have limited supplies to 28 days — that is a total of three months on the form with repeats. It would ensure dose-related quantities were dispensed, allow assessment of patient compliance, leave fewer drugs in the home for accidental poisoning and ensure medicines were stored in the pharmacy rather than the bathroom cabinet. All these advantages had fallen on deaf ears.

That computer repeat scripts can save money was, however, demonstrated by the first speaker, Mr David Price, systems analyst at the "Exeter project". This project has been in operation for 10 years and was originally funded by Nuffield, though more recently by the DHSS (fears for its future and the loss of its accumulated research experience have recently been voiced in the medical Press).

Mr Price explained that the project was based on a health centre covering 30,000 patients. Although begun on-line to a mainframe computer, it now used "minis" and was totally under the control of the practice, with visual display units on consulting room desks and in the reception areas. All patient records were now on the computer, which had replaced the envelope system.

Mr Price considered the computerised repeat prescription a "Good Thing" — it saved the time of getting out envelopes, improved prescribing accuracy (no transcription errors), and allowed controls to be built in for over- and under-

prescribing and for the recall of patients needing a check on their condition.

Information appearing on the screen included the date first prescribed, the number of repeats and the intervals — the latter raised a question-mark if plus or minus one-third on the expected, as deduced from dose and amount prescribed.

Mr Price revealed that the stationery width of the current computerised Form FP10 was based on a platten of standard width — but that could now be varied and the paper at the side of the form was therefore waste. However, many doctors currently experimenting with computers are finding uses for this part of the form and examples were shown at the meeting of duplicate print-outs of medication, warnings related to the medicine, and a recommended time for a repeat script or further consultation. This section is then detached as a record for the patient.

So far the Exeter system does not check drug-drug, drug-patient or drug-condition interactions. It does, however, allow for the collection of statistics and Mr Price warned that there was a danger, because it was possible, of computing prescribing patterns, etc — and then not making practical use of the information. Finally, the speaker suggested there would be advantages to be gained if the practice computer could be linked to pharmacies.

Pharmacy print-out

Just such a project was outlined to the meeting by Mr Roger King, a community pharmacist from Hedon, Hull, who has pioneered the use of computers at point of sale (*C&D* May 31, 1980, and March 28, 1981) and is now turning his attention to professional applications (*C&D* January 16, 1982).

Mr King argued that there had always been potential for dialogue between prescriber, patient and pharmacist and it was only at the pharmacy that prescribed medication (medical and dental) and self-medication records could be brought together. The speaker found it odd that although the pharmacist was required by law to record all private prescriptions, in some quarters it was considered outrageous that he should keep NHS patient records. Such people did not realise the frequency with which the pharmacist was consulted about prescribed medicines and it was for that reason that the pharmacist needed to be informed about what the doctor had told the patient about his medicine (for

example, when a vitamin tablet was believed to be a sleeping pill). Patients were already being encouraged to keep their own records, such as with the Medic Alert, steroid cards and the MRC's proposed compliance card. Mr King's scheme would include a plastic wallet with duplicate labels from all medication, issued by the pharmacy.

Mr King's project — "ready to go if we can find the finance" — would involve a computer system in each of two adjacent practice surgeries, with VDUs and keyboards in consulting rooms and a winchester disk drive for data storage. These systems would be linked to the pharmacy (in other situations it could be the health centre pharmacy, or a "cluster" of pharmacies with the doctor keying in the patient's preference) where the prescription would print out. Authorised repeats would be collected direct from the pharmacy. Mr King suggested that his own POS system could be used to capture information about the patient's OTC purchases.

Voluntary 'registration'

Recognising that patient registration with a pharmacy was unlikely, Mr King pointed out that patients nevertheless opted for "voluntary registration" in practice, so that their records would not usually be scattered.

Following the paper, Mr Smith pointed out that some 60 per cent of medicines in terms of dosage units were purchased over-the-counter — a statistic which led one doctor to comment that "my patients self-medicate more than I realised, and I'd like to know about it". However, another speaker argued that before systems such as that envisaged by Mr King were set up, the various components should be researched individually, working up to interrelationship in the interest of the patient. The scheme was also described by a questioner as "a sledgehammer to crack a nut".

A computer company representative said that although he had drug interactions indicated by his system, he had not seen one documented case from seven practices where it could be proven iatrogenic disease had been prevented.

Mr Smith confirmed that primary legislation would be required if repeat prescriptions were not to be signed by the doctor (in Mr King's scheme they would be referred back daily) but when he returned to the question of savings a regional medical officer claimed that some doctors would repeat prescribe even more if they could do so at the touch of a button. However, Mr Price indicated that "a several per cent decrease" in the drugs bill had been demonstrated at Exeter.

Members welcome clinical trial exemption scheme

The new scheme which enables pharmaceutical companies to seek exemption from clinical trial certificates seems to be working well.

The scheme was introduced to allow companies to start early trials in March and thereby decide as soon as possible whether further development of a drug was justified. Last week, at the annual symposium of the British Institute of Regulatory Affairs in Canterbury, over 100 industry representatives discussed the practical aspects of seeking clinical trial exemptions (CTX) and concluded that, on the whole, the scheme was a vast improvement over the previous system.

One speaker said his company was almost "euphoric" about the speed with which clinical trials could now start, compared with the previous delays. The licensing authority has only 35 days in which to object to a proposed trial, with a possible extension of no more than 28 days. The trials are divided into two stages: Stage 1 involves early clinical pharmacological studies using limited numbers of patients on restricted doses who are monitored rigorously to check the product's safety and efficacy; stage 2 develops these studies further and leads to the full scale clinical trials required for a product licence.

'Adverse reactions'

The supplier must inform the licensing authority of any adverse reactions and there was some uncertainty among the conference attenders as to whether this applied to every minor effect. Dr R. G. Penn, principal medical officer, Department of Health, clarified the situation by saying that every major adverse reaction should be reported immediately, eg, if the medication had to be stopped because the reaction was so severe or, in a double-blind study, the code had to be broken to find out what drug had been given. However, at the end of the trial the Department would expect a breakdown of all the side effects, including those reported overseas.

The Department is preparing a critical evaluation of the scheme. A spokesman told *C&D* that 258 CTX applications were received in the 12 months to March 11, of which 233 were approved, 8 refused and the rest still under consideration. Only 15 applications for full clinical trial certificates were submitted in this period.

Dr A. C. Flind, medical director, Smith, Kline & French Laboratories, described how pharmacists had helped in

the post-marketing surveillance of cimetidine.

The survey, run by hospital consultants in Portsmouth, Nottingham, Glasgow and Oxford, recorded hospital referrals and deaths of local patients taking cimetidine over one year. Details of the numbers of tablets dispensed were supplied by the prescription pricing bureau in Nottingham and by community pharmacists in the other centres. The pharmacists were paid a "professional fee" for submitting details of their prescriptions and, according to Dr Flind, "welcomed" their involvement in the scheme.

In all, 9,504 patients taking cimetidine were monitored and the results compared with nearly 9,000 controls, although Dr Flind had doubts about trying to include matched controls in such a study. No new side effects of cimetidine emerged but huge amounts of data were collected. The total cost was £40-£50,000 a year over three years, which "sounds much cheaper" when expressed as £9 a head to collect information on nearly 20,000 patients.

The study was fraught with problems ranging from administrative delays — including an 8-9 month wait for the Pharmaceutical Society to decide if pharmacists should take part — to the interpretation of the results, so that it took about 5½ years to collect one year's data. In spite of these obstacles, Dr Flind believed the scheme was a technical success and was worth using again, but only for a widely-prescribed drug.

Liability for trial drugs

Mr J. D. Spink, regulatory controller, Wellcome Foundation, gave his views on the extent to which manufacturers should be liable for damages arising from their products on clinical trial. There was a need for compromise between the present unsatisfactory negligence liability and the equally unsatisfactory strict liability. He suggested that the industry, medical profession and hospital authorities should establish a non-legal, voluntary convention of principles on which indemnities could be based and which could be adapted according to the circumstances of each case. If well-designed, the convention could be used to resolve cases by negotiation between representatives of the patient, the hospital and the company concerned, without ever needing to come to Court.

Mr Spink pointed out that obtaining

the patient's fully informed consent before embarking on a trial could operate to the patient's disadvantage because there is a defence open to manufacturers in which anyone who voluntarily accepts a risk has no claim if that risk later causes injury. This defence of *volenti* should therefore not be absolute but should be graded by some agreed formula based on the circumstances of the trial and the patient. As a guide, Mr Spink suggested that the patient should be told if he was taking part in a clinical trial and that he was free to withdraw at any time; he should be informed of the known hazards of the drug which were considered significant by the physician, and be aware of the alternative treatments and their chances of success.

In general, new drugs set out to be an advance on existing therapies so patients in trials could look forward to receiving a more effective treatment than any other, a point often overlooked by those demanding unqualified strict liability on manufacturers of clinical trial products. And Mr Spink believed the risks to patients were lower than with newly marketed drugs used in general practice, largely because of the extreme care and supervision with which trials were carried out. Any risk should therefore be insurable, but was often difficult to persuade lay insurers — "who tend to think in terms of patients being used as human guinea pigs" — how safe clinical trials were.

Talking on a pre-clinical safety testing, Dr M. R. Jackson, head of drug safety, Roche Products Ltd, looked at the shortcomings of some current toxicity tests. The LD50, the dose required to kill half a group of animals, was little use in assessing safety in humans. With many compounds it might be better to express acute toxicity in terms of a maximum non-lethal dose, which would give some indication of the drugs safe limits. This test could be carried out on as few as 20 animals, only some of which would receive a lethal dose, where the LD50 usually involved at least 50.

Last year, mutagenicity testing in bacteria became a formal regulatory requirement in the UK but again Dr Jackson said it presented problems in interpreting risk to humans. Carcinogenicity tests are required in two species and are carried out for at least 18 months in mice and 2 years in rats, based on their expected lifespan. But, Dr Jackson said, for various reasons rodents are living longer and there was often reluctance to stop the study at the minimum times in case turnout development had been correspondingly delayed. Each additional month's testing cost £3-£4,000, it further delayed the

development programme and shortened patent life.

Contract toxicology had become a thriving industry, he continued. Contract houses now charged about £¾ million for a toxicology programme which complied with UK requirements, more if the company sought international markets and had to satisfy the individual requirements of other countries.

Mr F. G. Farrell, adviser in regulatory matters, ICI Pharmaceuticals Ltd, said that 70 per cent of all UK product licence applications were refused the first time on clinical grounds. The only way to ensure the validity of data obtained from clinical trials was to have effective monitoring systems. He explained systems used in the United States and by ICI to monitor the conduct of clinical studies.

Medicines review by 1990?

Turning to marketed products, Dr E. S. Snell, director, medical and scientific affairs, Association of the British Pharmaceutical Industry, said that the medicines review was unlikely to be completed by 1990 but the European Federation of Pharmaceutical Industries' Association was not yet pressing for an extension of time. If the date was postponed, pressure would be eased on the authorities and manufacturers to speed up the review and consumer pressure would increase as the public had a right to demand that all medicines met the same standards of quality, safety and efficacy.

Mr R. M. Howitt, regional regulatory affairs manager, Warner-Lambert (UK) Ltd, described what his company had "endured in the past seven years at the hands of bureaucracy" when seeking approval from the Committee on the Review of Medicines for three products. He also suggested May 1990 was an unrealistic date, in spite of the accelerated review procedure introduced last year.

He advised regulatory affairs departments to screen their products due for review and to check that all the required data was available. Even major companies were likely to have problems finding sufficient staff and facilities

necessary to cope with the amount of information required in a relatively short time.

Speaking on general adverse drug reaction reporting, Dr R. G. Penn pleaded with manufacturers to keep the Committee on Safety of Medicines informed fully and promptly if they suspected a drug was causing problems.

"Sometimes these things blow up overnight; the media and MPs get hold of a story and then there's trouble. If we at the Department of Health can say, 'Yes, we know, we are already working in conjunction with the company and the data is before the CSM for an opinion', then we can often defuse the situation," he advised. ■

LETTERS

Fond memories

As a chemist's assistant with a long memory I was most interested to read Xrayser's comments and praise of Britton Malcolm and their reps.

I joined the business where I am still employed in the 1940s working then for the late Mr Frank E. S. Clarke, and I well remember our BM rep. I believe his name was Mr Phillips and he lived in the Portsmouth area.

I feel that I learnt an enormous amount from his visits and hopefully have been able to pass on some of his expert knowledge to younger assistants and to customers.

During the years spent here the business has been owned by three different pharmacists and it was with mixed feelings that I learnt from the second owner that BM had ceased trading and that he was buying their remaining retail stock. It was very sad to see a firm of such outstanding quality closing and yet the thought of buying all those

wonderful and unusual items was a joy to me. I cannot describe the pleasure I had in sorting items which younger members of staff will never have the pleasure of seeing, let alone selling.

With all the new and modern methods of sale I still feel very privileged to have worked in the days of such a dependable supplier and to have met their knowledgeable and gentlemanly representative.

J. M. Lochschmidt (Mrs)
Lock's Pharmacy,
Fordingbridge, Hants.

Unicoding

I enjoy reading "Topical Reflections" by Xrayser: his weekly comments on the practice of pharmacy I find most interesting.

In his column of July 3, he refers to a Unichem member having difficulty in checking the name, code, pack size etc, of an item before keying it into the terminal. The need to use the C&D for this procedure is surely removed if this member use the excellent Unifiche facility. A small piece of film contains the entire Unichem product range in alphabetical order with product code, description, pack size and strength clearly stated. The same sheet (which is replaced every month) give the codes in numeric order (unlike the C&D) so than an item reduced only to a code can be identified.

Recently I have found the "analysis of purchases report" also to have been of immense help. It was discovered that an item dispensed over a period of one year had been underpriced by the PPA; unfortunately six months prescriptions could not be found by the authority but the average number of items they were prepared to accept, matched the Unifiche stock purchase report.

D. Winton
London N15

BLEASDALE LIMITED, YORK

After 200 years of successful trading we are moving to new, modern purpose-built premises at —

2 BIRCH PARK
HUNTINGDON ROAD
YORK YO3 9BL
Tel: York 641131

May we thank all of our customers for their loyal support in the past and we are pleased to assure them of a greatly improved service in the future.

Primodos damages claim discontinued

Damages claims brought on behalf of two children born with heart defects allegedly caused by their mothers taking Primodos, were discontinued last week.

"There is not sufficient medical evidence, at the moment, to link the heart problems with the drug," said Mr Justice Bingham. But the judge said the claims should be discontinued and not dismissed so as to allow the two families to carry-on with their actions — "in the event of a scientific revolution." He said Schering were entitled to costs of the hearing but the costs order should not be enforced without the leave of the court.

Mr Peter Weitzman, for the children, said the allegation was that their mothers had taken Primodos while pregnant — and that it had adversely affected the formation of the foetus and caused the children's defects. Within the next few years, scientific advancement and further knowledge about congenital defects in similar circumstances might bring successful actions, he said.

The judge agreed that, at the moment, the claims, have no reasonable prospect of succeeding but the door should be kept open to allow the families to seek Court approval for re-opening the claims if circumstances changed.

Mr Richard Rougier QC for Schering said they had started to find out scientifically on which side the truth lay. He asked the judge to dismiss the families claims to stop the cases being reopened. "Our contentions will be reinforced by the advancement of science."

The judge said there were comparisons between the present claims and "the well known tragedy involving Thalidomide." In both cases, there was the question of

whether the drug companies involved had been negligent in the manufacture and production of the drug. But in the Schering case there was also the issue of whether Primodos had any causal connection with the children's defects.

The trial of the actions had been fixed for October and Schering were confident that if the full hearing then went ahead, they could defeat the claims, said the judge. Schering had claimed they would suffer an injustice and be prejudiced if the actions were not dismissed.

Mr Justice Bingham said he had "considerable sympathy" for Schering but he had to do what was in the best interests of the children who were now aged seven and fourteen.

Addict imprisoned

Drug addict Mr John Halligan was told by a judge last week: "However sympathetic I may be to you and your drug problem the primary function of the court is to protect the public." In sentencing 32-year-old Mr Halligan, of Blossom Lane, Enfield, to 30 months imprisonment Judge Albert Clark, sitting

at Wood Green Crown Court, said: "No chemist's shop is safe while you are about."

The court heard that since Halligan started offending in 1966 he had received a total of ten years imprisonment for various offences, mainly related to drugs. Father-of-two Halligan pleaded guilty to entering Cross and Herbert Ltd, of 316 Hertford Road, Edmonton, between October 2-6 last year, and stealing a quantity of drugs; attempting to enter another branch of the same company at 304 Baker Street, Enfield, between October 6-9 last year, with intent to steal; and possessing 141 mg of powder containing two per cent cocaine on October 8.

'Glimmer of hope

His counsel, Mr Elikkos Georgiades, said that Halligan's drug addiction went back to 1966 but added that there was "a glimmer of hope" in his client's attempts to break his addiction to hard drugs. The barrister said that Halligan was now being regularly treated by a doctor and had changed to "substitute" drugs — Physeptone and Ritalin — and was now reducing his consumption of those.



If you were not able to spot either the video cassette recorder, Mr George Whitfield, MPS or Unichem branch manager, Mr Roger Metcalf in the photograph in the "People column" of last week's C&D we commiserate with you but nonetheless, congratulate you for trying. The picture (above right), in fact shows Unichem pharmacist Mr Donald Pope of C. J. Martin Chemists, Queensmead, Farnborough, presenting Mrs Sue Denton with a £10 voucher for being the 20,000th mother to apply for Unichem money saving vouchers in "You and Your Baby" magazine. Mrs Denton is holding her son, Andrew (not a video recorder) who was born on May 5. In the left hand picture Mr Whitfield (right) is being presented with his prize in Unichem's February lucky draw for Mansize tissues. Unichem Ltd, Crown House, Morden, Surrey

"Eesiness"

**SURGICAL ELASTIC HOSIERY
BELTS — TRUSSES**

- TWO-WAY STRETCH ELASTIC YARN
- FLATBED KNIT & CIRCULAR KNIT
- NYLON LIGHTWEIGHT STOCKINGS
- NYFINE LIGHTWEIGHT TIGHTS
- SEAMLESS ONE-WAY STRETCH
- NYLON NET

Stock Sizes or Made-to-Measure
Obtainable direct or through your wholesaler. Write for literature.

Stock Belts (Abdominal and Spinal) - Elastic Band Trusses - Jock Straps
Suspensory Bandages - Athletic Slips - Stockinette Bandages

E. SALLIS LTD.

Vernon Works,
Phone: 787841/2

Basford, Nottingham
Grams: Eesiness



WILLIAM FREEMAN & CO. LTD

Suba-Seal Works, Staincross, Barnsley, Yorkshire, England.

Tel. 0226 84081. Telex 547186

Change in Vestric line up to bring customer benefits

With the retirement last month of Vestric's sales manager, Mr Sidney Bostock, the company has extensively reorganised its sales force, promising improved levels of accountability and communication between customers and its personnel.

The number of chemist sales representatives has been substantially increased, with their duties being combined with those of the Vantage and specialist hospital sales teams, who have been integrated into the main force. Thus there is now one sales representative for each of the 30 branches, covering the needs of all customers of that particular branch.

Controlling and co-ordinating these sales representatives are four divisional sales managers, covering between them the entire country. These four are now responsible directly to Vestric marketing manager John Kerry, at the company's Runcorn head office.

"We are sure that under this new structure, a closer liaison between the branch and its customers can and will develop" comments John Kerry. "The customers will see far more of their own Vestric representative, who in turn will be able to perceive and respond to the demands of his own customers much more efficiently than before."

Mr Sidney Bostock had been with Vestric for nearly 20 years, the last five as the sales manager. Originally from Leek in Cheshire, and now living in Helsby, near Chester, Mr Bostock was presented with a silver tea service by the sales representatives.

Company progress

Managing director, Mr Peter Worling told *C&D*: "Although pharmaceutical wholesaling continues to be an intensely competitive market, Vestric have now completed the reorganisation of their branches and their handling methods and are now starting to develop their services and systems.

"Recent closures by other wholesalers of some of their units have meant a significant increase in business, particularly in the South of England . . . We have been able to maintain our ethical service without any difficulty. OTC supplies in the London area have been more difficult to maintain, simply because of the very large bulk which we are now handling but we have recently increased our staff levels significantly in order to



Mr Sidney Bostock (left), retiring Vestric sales manager, receives a silver tea service, a gift from the company's sales representatives. Making the presentation is Mr Leighton Evans, one of the newly-created divisional sales managers

handle this new business.

"The development of the second level of Link with printer and screen is well on target for introduction towards the end of the year and we are looking forward to starting field trials of this equipment so that pharmacists can comment on the design before we finalise production in the next few weeks. Link level 3 development is also on target with additional memory and further in-pharmacy computer facilities to be made available during 1983."

A pharmacist from Manchester, Mr Dennis Gore challenged the claim of Vestric that Link has virtually eliminated transmission problems. But he failed to beat the system despite feeding in 145 different lines totalling more than £4,000 in less than 1½ minutes.

'Outstanding year' for Beecham

Beecham had an "outstandingly successful year" in 1981-82 according to group chairman, Sir Graham Wilkins. Their record profits of £201.9m (*C&D* June 12, p1102) — exceeding £200m for the first time — showed the highest rate of profit growth achieved by the group since 1976-77.

The worldwide recession forced all divisions to make economies wherever they could "There is no doubt, however, that today we are more efficient than ever before" Sir Graham adds.

Beecham Pharmaceuticals made good

progress during the year, the event which probably attracted most attention being the UK launch of Augmentin. This is said to have "received an even warmer welcome from the medical profession and attained even higher sales than hoped for."

The UK proprietary division performed particularly well says the report. Combined sales of Bristows, Silvikrin and Vosene shampoos "increased significantly" and captured more than 20 per cent of the hair shampoo market. Also mentioned is Silvikrin Supersoap which has "rapidly achieved a substantial share of the market".

LRC's record profits

LRC International have reported record profits of £9m for the year to March 31, an increase of £1.97m on the previous year. Group turnover was up £4.5m at £118.4m. LRC Products — manufacturers of Durex — once again spearheaded the group's performance, contributing a profit of £4.9m (£3.8m) to the total. The products division is now approaching the end of its period of restructuring, the final phase of which will be completed in September when the company's Lydeny glove plant will close down.

Another valuable contribution to the increase in profits came from reduced interest charges — which were almost halved at £1.72m from last year's £3.01m. In the industrial division United Photographic Laboratories are said to have performed well, and it is pointed out that, with the recent acquisition of Napcolour (*C&D*, January 16, p114) LRC now have a national photo-processing network, which is expected to make a significant contribution to earnings in the current year.

Sterling-Winthrop form export group

Sterling-Winthrop Group have set up a new unit, to be known as Sterling-Winthrop Exports, to handle sales to the USSR of all products manufactured by parent company Sterling Drug Inc. The range involved includes pharmaceuticals, proprietary medicines, dental products, cosmetics and perfume. Sterling-Winthrop Exports will also be responsible for selling group products manufactured in the UK to other overseas markets.

President of the new unit will be Mr Richard Brown, 53, a director of Sterling-Winthrop Group who has been President its industrial divisions since the beginning of 1981.

■ **E.R. Holloway Ltd**, of Riverside Works, Lavenham, Suffolk, the cosmetic toilet preparation and hair comb manufacturers are getting approval for a new 4,598 sq m factory at Preston Road, Lavenham.

MARKET NEWS

Strike curtails trading further

London, July 6: The markets, already in the doldrums, could well have done without the two-day British Rail strike last week which made things even more difficult for traders.

Among essential oils there was reaction to the previous weeks fall in the prices of a number of items and the changes were not due to currency movements this time. Forward offers of cassia, cedarwood and cinnamon leaf were all higher as was spot *arvensis* peppermint, whether of Chinese or Brazilian origin.

Cochin ginger was much dearer among the spices but there were offers of gingers from other sources at well below the price. Turmeric and some aromatic seeds were also dearer. Prices of botanicals tended to be firmer; several that had been dormant for months appeared to have a revival of interest shown in them.

A number of minor pharmaceutical chemicals of domestic origin have recently been marked up.

Crude drugs

Aloes: Cape £1,525 metric ton spot; £1,500, cif. Curacao £6,400, cif.
Balsams: (kg) **Canada:** £16.80 spot; £16.90, cif. **Copaiba:** Spot £4.20; £3.75, cif. **Peru:** £9.65 spot; £9.75, cif. **Tolu:** Spot £5.95.
Chillies: Mombassa unquoted; powder £875 per metric ton spot.
Cochineal: (kg) Tenerife black brilliant £20.80 cif; Peru silver-grey £20.80.
Ginger: Cochin £1,100 metric ton spot; £1,050, cif. Jamaican No. 3 £2,000, cif, nominal; Nigerian split £575 spot; Indonesian £550 spot.
Henbane: Niger £985; metric ton spot; no cif.
Kola nuts: £235 metric ton spot; £265, cif.
Menthol: (kg) Brazilian £7.10 spot; £7.25, cif. Chinese £6.10 spot; £6, cif.
Quillaja: Spot £1,070 metric ton; £1,060, cif.
Seeds: (metric ton, cif). **Anise:** China star £2,200. **Celery:** Indian £555. **Coriander:** Moroccan £300. **Cumin:** Indian £1,250. **Fennel:** Chinese £595. **Fenugreek:** Moroccan unavailable; Indian £375.
Turmeric: Madras finger £370 metric ton spot; £340, cif.
Tonquin beans: £890 metric ton spot; no cif.
Witchazel leaves: £1.98 kg spot; £2.42, cif.

Essential oils

Cassia: Chinese £52.50 kg spot £52.50, cif.
Cedarwood: Chinese no spot; £3.35 kg, cif.
Cinnamon: Ceylon leaf £3.30 kg spot; £3.20, cif; bark; English-distilled, £150.
Peppermint: (kg) *Arvensis* — Brazilian £7.60 spot; £7.75, cif. Chinese £3.90 spot; £4, cif. American piperata £13.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

Pharmaceutical chemicals

Calcium chloride: BP powder anhydrous 96/98% £1.53 kg in 50-kg lots; hexahydrate crystals BP 1968 £1.19.
Calcium gluconate: £2.105 per metric ton.
Hypophosphorous acid: (Per metric ton in 50-kg lots). Pure 50% £4,547.50.
Magnesium chloride: BP crystals £1.21 kg for 50-kg lots.
Noscapine: Alkaloid: £33 kg for 100-kg; hydrochloride £36.30.
Oxalic acid: Recrystallised £1.83 kg for 50-kg lots.
Paracetamol: (Per kg) 10-ton contracts from £2.80 to £3.10; 1-ton £3.15. Premium for d/c £0.45 kg.
Phosphoric acid: BP sg 1.750 £0.5773 kg in 38-drum lots minimum.
Potassium diphosphate: Powder in 50-kg lots; £2,110 metric ton ex works.
Potassium hydroxide: Pellets BP 1963 in 50-kg lots £2,286.10 metric ton; technical flakes £766 ex works.
Potassium nitrate: Recrystallised £1.72 for 50-kg drums.
Potassium phosphate: monobasic BPC 1949. £1.79 kg in 50-kg lots.
Salicylic acid: 5-ton lot £1.75 kg; 1 ton £1.79.
Zinc acetate: Pure £1.63 kg in 50-kg lots.

APPOINTMENTS

■ **Regional Health Authorities:** Norman Fowler, Secretary of State for Social Services has announced the names of six new RHA chairmen, who will take up their posts on August 1 when the present terms of office come to an end. Professor B. E. Tomlinson becomes chairman of northern region, replacing Sir George Chetwynd. Professor Tomlinson is currently a member of Newcastle Health Authority and consultant neuropathologist at Newcastle General Hospital. Mr J. M. Carlisle succeeds Sir Sidney King as chairman of Trent region. Mr Carlisle is currently chairman of Sheffield Health Authority. Dr Brian Thwaites is appointed chairman of Wessex region. Formerly chairman of Harrow Area Health Authority, he succeeds Mr Kingsley Williams. New chairman for West Midlands region is Mr

James Ackers, deputy chairman of the Association of British Chambers of Industry and Commerce and a member of the Monopolies & Mergers Commission. He replaces Sir David Perris. Mr R. D. Wilson is the new chairman of Mersey region, taking over from Sir Eric Driver. Mr Wilson is a farmer and company director, who has been a member of Mersey RHA since June 1981. Sir John Page takes over North Western region from Sir Sidney Hamburger. Sir John is currently chairman of Chester Health Authority.

It was also announced that the present chairman will continue in their posts in Yorkshire, East Anglia, the South West, Oxford and the four Thames regions.

■ **Procter & Gamble Co:** The US parent company has appointed Mr Charles C. Carroll to lead the international pharmaceutical operations recently purchased from Morton-Norwich. Mr Carroll has also been appointed general manager of Norwich Eaton Pharmaceuticals Inc.

COMING EVENTS

'Lincs' conference

"Financial matters" will be the main topic under discussion at the Lincolnshire Local 'Pharmaceutical Committee Conference at Woodhall Spa on September 26.

Mike Brining, financial executive, Pharmaceutical Services Negotiating Committee and Brian Dosser, finance and administration officer, National Pharmaceutical Association will speak in the afternoon on financial matters. Mr Raymond Dickinson, deputy secretary, Pharmaceutical Society of Great Britain will speak in the morning on a topic yet to be announced.

BP Conference mass for Catholic Guild

Catholic pharmacists attending the British Pharmaceutical Conference in Edinburgh are invited to attend a mass to commemorate the Golden Jubilee of the Catholic Pharmaceutical Guild. The mass will be celebrated on September 12 in St Mary's RC Cathedral, Broughton Street at 3pm.

His Eminence Cardinal Gordon Gray, Archbishop of St Andrews and Edinburgh will preside and a former pharmacist Father Burns will be the celebrant.

After the mass there will be a reception in King James Hotel, St James Centre, Leith Street from 4 to 6pm sponsored by Winpharm. It would be helpful if those

wishing to attend the reception inform Francis Canning, 94 Lothian Road, Edinburgh EH3 9BE before September 1.

There will be mass at the Sacred Heart Church, Lauriston Street at 8pm for those unable to attend the earlier mass. Transport to and from the Sacred Heart Church from the conference centre at Pollock Halls will be available.

... Glasgow 'Tec reunion

A reunion of former Glasgow 'Tec PhC and BSc students who graduated around 1957-60, has been proposed by several overseas former-students coming to the Edinburgh British Pharmaceutical Conference in September.

Provisional arrangements are under way for a buffet to be held in the Strathclyde Staff Club on Friday, September 17 at 7.30pm. All the staff who were instrumental in piloting us through the "turbulent undergraduate waters" will also be invited. Please contact either Betty Montgomery (nee Graham) or John Murray as soon as possible if you haven't received your invitation: Mrs Betty Montgomery, DPho, Vale of Leven District General Hospital, Dunbarton 0389 54121 ext 215; Dr John Murray, Heriot-Watt University, Department of Pharmacy, 79 Grassmarket, Edinburgh EH1 2HJ 031-225 8432, ext 208 (work) or 031-449 2046 (home).

Tuesday, July 13

Galen Group, Pharmaceutical Society, Friend's Meeting House, Park Lane, Croydon, at 8pm. Mr Christopher Mace, will speak on "Osteopathy".

Advance Information

The London Chemist Golfing Society will meet at Wentworth on July 21, at Coombe Hill on August 19 and at Harpenden on September 29. Contact secretary Mr Terry Loveridge for details, telephone 0628 22855.

CLASSIFIED

Trade marks

Trade Marks set out below were assigned on
2nd February, 1982 by

ORGANON LABORATORIES LIMITED

**Crown House, London Road,
Morden, Surrey to N. V. Organon,
Kloosterstraat 6, Oss, Netherlands,**

WITHOUT THE GOODWILL OF THE BUSINESS
IN WHICH THE TRADE MARKS WERE THEN IN
USE

1. 750465 DURABOLIN Pharmaceutical preparations and
 substances for human use and
 for veterinary use.
2. 779929 ORABOLIN Pharmaceutical preparations and
 substances for human use and
 for veterinary use, none being
 for export to Turkey.
3. 867884 LAURABOLIN Veterinary substances and
 preparations.

Announcements

Mrs Ann Griffiths M.P.S. of Ekins & Fisher,
Hatfield is pleased to recommend VITALIFE
products.

She says:

*"I like their preparations as they are made
from natural ingredients. They are priced
competitively and are readily available from
our wholesaler, Vestric Ltd. VITALIFE
is certainly my natural choice".*

EXPORT/IMPORT

WANTED FOR EXPORT • BRANDED AND NON-BRANDED
COSMETICS AND PERFUMES

TELEPHONE: 01-377 2147
TELEX: 888281 (FOR ALVOR)

Stock for Sale

ONE-SIZE TIGHTS

from £2.60 doz. plus VAT.
Min. order 10 doz.
overall. CWO. Carriage
free. Full range Price List.

E. & R. Kaye,
16/18 New Bridge St.,
London EC4
Est. 40 years.

Stock Wanted

A. & H. OTTER

(established 1920)

Largest cash stock buyers in
the trade for manufacturers'
clearing lines, and retailers'
stocks.

8 Northburgh Street, London
EC1V 0BA. Tel: 01-253 1184/5.
Telegrams: "Salvall",
London EC1

Situations vacant

SALES MANAGER / ESS

Required for newly established manufacturing company
engaged primarily in disposable hygiene products.

Position to be located in London. Applicants must have
proven sales experience, preferably in a similar field.

Salary subject to negotiation, plus company car in total
attractive package.

APPLY BOX C & D 2862

Agents

DISTRIBUTION TO RETAIL AND WHOLESALE CHEMISTS

We are a well established Company handling an
extensive range of scissors and other manicure
items, as well as hairdressing and baby articles.

We are looking for a team of agents to cover the
British Isles, and would be pleased to hear from
interested parties already calling up on
Chemists.

Please send full details to:

Managing Director
Box C & D 2863

ULTRA GLOW

REQUIRE EXPERIENCED AGENTS FOR THE
CHEMIST AND BEAUTY SALON TRADE
TO CARRY ULTRA GLOW RANGE OF BRUSHES

PLEASE APPLY TO: **M SAUL,**
149 EDGWARE ROAD, LONDON W2 2HU

Shopfittings

SHOPFITTING



Everything you need to know
is in this FREE pack, sent by
return of post.

The
Northfleet
Group

SHOWRAX
Tower Works, Lower Road,
Gravesend, Kent, DA11 9BE
Tel: Gravesend (0474)60671

SPECIALIST SHOPFITTING SERVICES

Free Planning
Competitive Prices

Phone:
061-445 3506

H.A. Peyser,
20 Fairfax Avenue, Didsbury,
MANCHESTER M20 0AJ

Shopfittings

SHOPFITTING

for the
Professional Retailer

*Creative Design
Professional Manufacture
Total Contract
Prompt Installation
Attractive Finance Facilities*



**SHOPFITTING &
DESIGN CENTRE**

2A HALLATROW RD, PAULTON, AVON.

(0761) 418941

SHOPFITTINGS

MAGNIFICENT DOLLAR — RAE FITTINGS ONLY 1 YEAR
OLD. COMPLETE SHOP INCLUDING LIGHTING,
SHOWCASES, GONDOLAS, SHELVING ETC, ETC.

ORIGINAL COST £25,000
SACRIFICE AT £5,000 o.n.o
PHONE: 01-866 0053/4577

Quality and original Continental
System plus total package NPA
recommended NO system matches
UMDASCH for quality. Prices
pleasantly competitive. See for
yourself . . . there's no obligation.

Umdasch Systems,
Apeils Contracts Ltd, Dallow Road,
Luton, Beds LU1 1FP.
Ring Luton (0582) 30833 NOW!

alplan

shopfitting limited
alplan house, cavalier road,
heathfield, newton abbot, devon.
tq12 6tg tel. 0626 832059.
fram counters to total contracts
alplan's national coverage for
pharmacies

DISPENSARY and PHARMACY Specialists

Complete service.
N.P.A. and NUMARK
approved.

PLAN UNIT SHOPFITTINGS

Eustace International
E Plan Estate, New Road,
Newhaven, Sussex BN9 0AE
Telephone: 07912-7711

Pharmacy Antiques

WANTED. All old fashioned chemist
shop items. Contact: Robin Wheeler
Antiques. Ashted (03722) 72319.

Cash register services

CASH REGISTER SERVICES offer 24
hour 7 day breakdown service. Loan
machines, supplies, new and rebuilt
machines and hiring. 285 Hertford
Road, Edmonton N9 7ES. Telephone:
01-805 5143, 01-341 4302 or 01-367
6767, Ext 1335.

Trade services



J. Richardson

COMPUTER LABELLING

Now Widely Acclaimed as being
WELL AHEAD OF ALL OTHERS

None is faster, an open challenge
No other is easier to use
No other produces a more attractive label.
No other offers so many features for the
price.

500-1500 drugs tailored to your pharmacy
— constant full label display — easy error
corrections — repeat labelling — counts
and gives print-out of dispensing — invoice
pricing etc etc.

Priced £1295-£1450 (lease from
£45/month)

J. RICHARDSON MPS CHEMIST
13 Hope Terrace, Lostock Hall,
Preston PR5 5RU. Tel: (0772) 311328
or phone Croston 600494 anytime

Stock for sale

SUMMER FLYERS! QUALITY REACTOLITE RAPIDE SUNGLASSES (MRP £13.95) — FLY OUT AT £4.99!!

Incredible Value! Pre-tinted lenses (Grey/Brown). Fashionable
'UNISEX' metal frames. Superior soft cases. Proven fast sellers.
T.V. advertised. In boxes of 24 assorted styles (worth £334.80 at
M.R.P.) for £78 + £2 p & p (+ VAT). Money back guarantee.
Prompt insured despatch. Cheque with order (£92 inclusive) to:

PHOENIX ENTERPRISES, FREEPOST, ROSS-ON-WYE HR9 6HJ

Products wanted

O.T.C. Proprietary Health Care

PRODUCTS WANTED

We are a major U.S. based international Health-Care company
with strong marketing and distribution organisations in all
major international markets. To complement and grow our
existing OTC/Proprietary Business we are interested in the
Licensing or Purchasing of OTC/Proprietary & related Health-
Care Products.

Interested Parties are invited to write in the strictest confidence
to our agent: —

MR. R. HENDERSON,
c/o MERLECROFT, OWSLEBURY,
HANTS. SO21 1LP.

First Aid Product

GET PLASTERED WITH SOUL-AID



BRAND LEADER
IN THE USA

After many months of extensive market research we have found there
is a need for this product.

Soul-Aid is a skin tinted plaster for your black clientel.
Available through your usual supplier of Black Beauty products or
sample order.

July and August 14 for 12
Packets of 10's
Packets of 50's

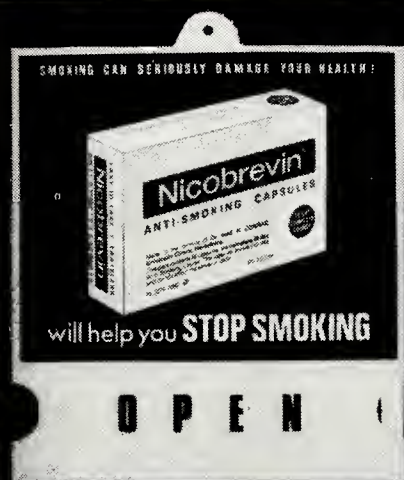
Retail 66p Wholesale 4.56
Retail 1.58 Wholesale 10.80
15.36
+ VAT 2.30
17.66
84
18.50

POSTAGE AND PACKING
PLEASE SEND CHEQUE

To: Barry Mero Ltd, 36 Brixton Rd., London
SW9 6BU. Tel: 582 4755 (6 lines)

NAME.....
.....
ADDRESS.....
.....
..... POST CODE.....

There are growing profits for you with . . .



OPEN-CLOSED
SIGN

WINDOW, SHELF,
TILL WOBBLER



NICOBREVIN[®]

ANTI-SMOKING CAPSULES

— the well-tried anti-smoking aid that comes in a complete 28 day course, does not affect the sense of taste and requires no prescription.

• CONSISTENT ADVERTISING CAMPAIGN

NICOBREVIN is the most consistently advertised anti-smoking aid on the market. Budget increased each year.

• INCREASING DEMAND

More and more people are asking for Nicobrevin to help them stop smoking, not only for health reasons, but because they know they can put their money to better use.

• SEND FOR FREE DISPLAY MATERIAL

Window, Shelf, Till Wobbler and Open/Closed Sign available. Improved pack & instruction leaflet.

DON'T MISS OUT — make sure you have adequate stocks

RETAILERS: Contact your wholesaler NOW!

WHOLESALEERS: Make sure you can meet growing demand.

MILLER 13 GOLDEN SQUARE LONDON W1R 3AG

Telephone: 01-734 5687

Are you considering label writing by Computer? Then talk to us about labels before ordering

Very competitively priced labels, plain or printed in 1 or 2 colours for **all** computerised label writing systems.

Available in lots of 10,000, so don't feel obligated to buy larger quantities if you don't need them. Our local representative is awaiting your call.

**ORDER WITH CONFIDENCE FROM
THE COMPANY WITH 100 YEARS
SERVICE TO YOUR PROFESSION.**

Please supply details and post paid order forms to:

Name _____

Full Postal Address _____

Post Code _____



Pharmaceutical Packaging (Leeds) Ltd.

A DIVISION OF THOMAS WAIDE & SONS LTD.

KIRKSTALL HILL, P.O. BOX 140, LEEDS LS1 1QE.

TEL: (0532) 752653 TELEX: 55248.

CD



For some children, these are their eyes.

Most children learn to read with their eyes. Blind children have to learn with their fingers.

Braille has been an enormous help to them in the past. But Braille has to be specially printed.

Now there's a new system that lets them read off the page. Any page.

It's called Optacon. It's a small portable reading system which uses a miniature camera to convey the image of the printed letter into a vibration that can be felt with one finger.

At Optrex, we've decided we'd like to help the Royal National Institute for the Blind buy some of these wonderful machines.

So we've agreed to donate 25p for every top, from any Optrex brand, collected by you.

And a further 5p per top on your behalf.

When our representatives call, we hope you'll make some space for the collection box. And tell your customers about the appeal. (We'll supply a poster and shelf-strips.)

So if you have eyes, please have a heart.



A Hoechst Company

